E 6, 1955 35c PER COPY

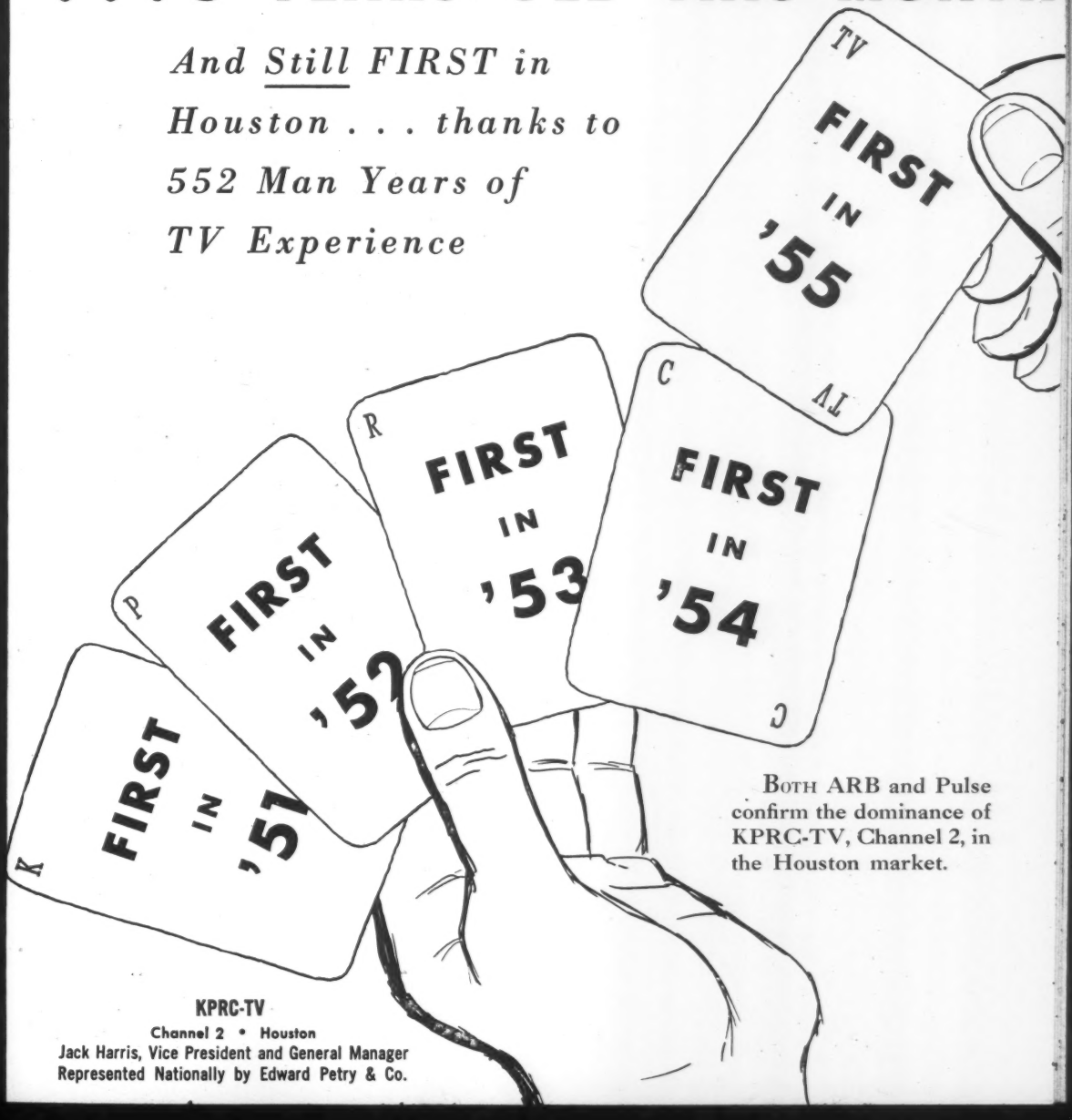
BROADCASTING TELECASTING

IN THIS ISSUE:

KPRC-TV

. . . 5 YEARS OLD THIS MONTH

And Still FIRST in Houston . . . thanks to 552 Man Years of TV Experience



BOTH ARB and Pulse confirm the dominance of KPRC-TV, Channel 2, in the Houston market.

KPRC-TV
Channel 2 • Houston
Jack Harris, Vice President and General Manager
Represented Nationally by Edward Petry & Co.

24TH year

"The South's First Television Station"

WTVR

Channel 6, Richmond, Virginia

takes Pleasure

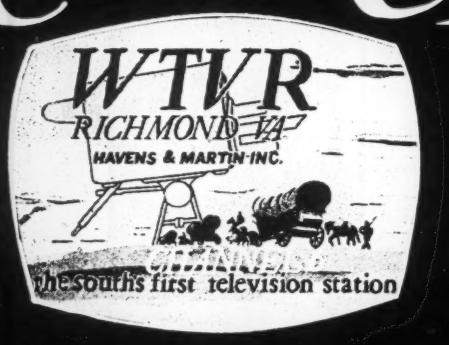
in Announcing

its New

Interconnections

with

ABC and CBS



Maximum Power
100,000 watts

Maximum Height
1049 Ft.

Represented Nationally by Blair TV Inc.

tion"

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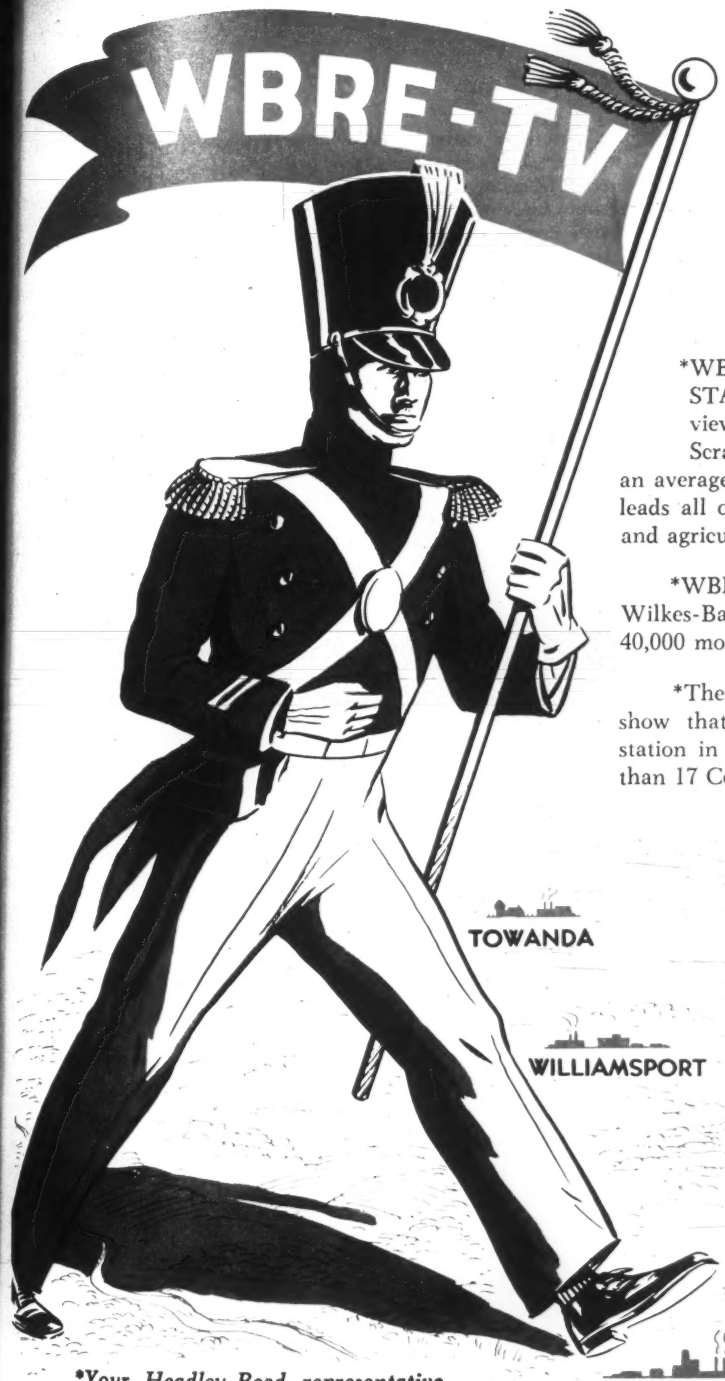


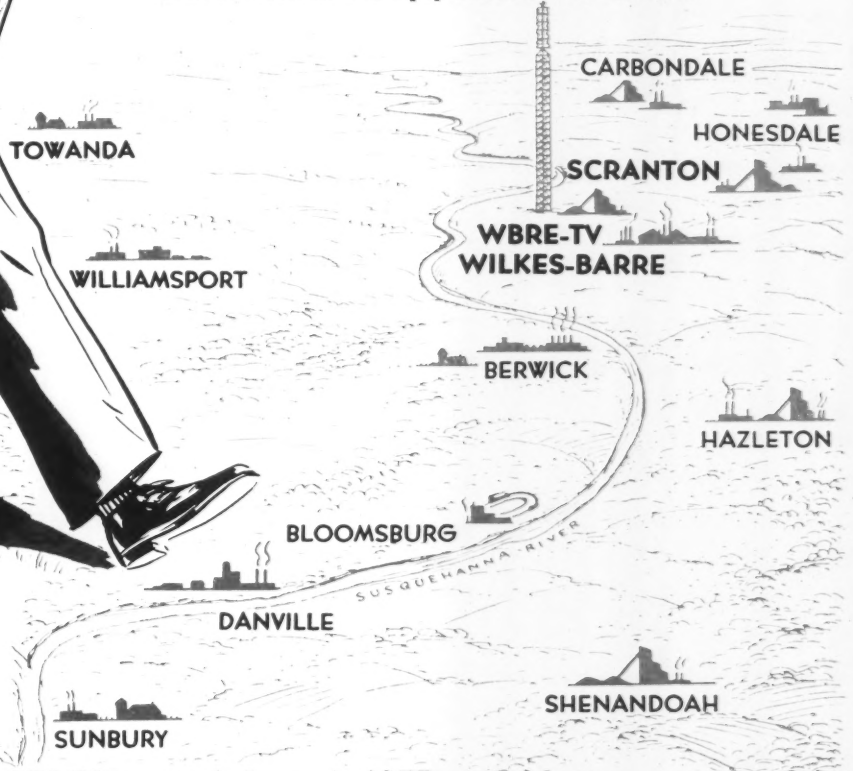
COVERAGE LEADERSHIP

VERIFIED by ARB* and PULSE*

*WBRE-TV .... the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better then 40% and leads all other stations coming into this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.



*Your Headley-Reed representative has all ARB studies that prove WBRE-TV's leadership in coverage; in audience; in programming; in perfect picture ... which all adds up to making it the leader in Advertising Value.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

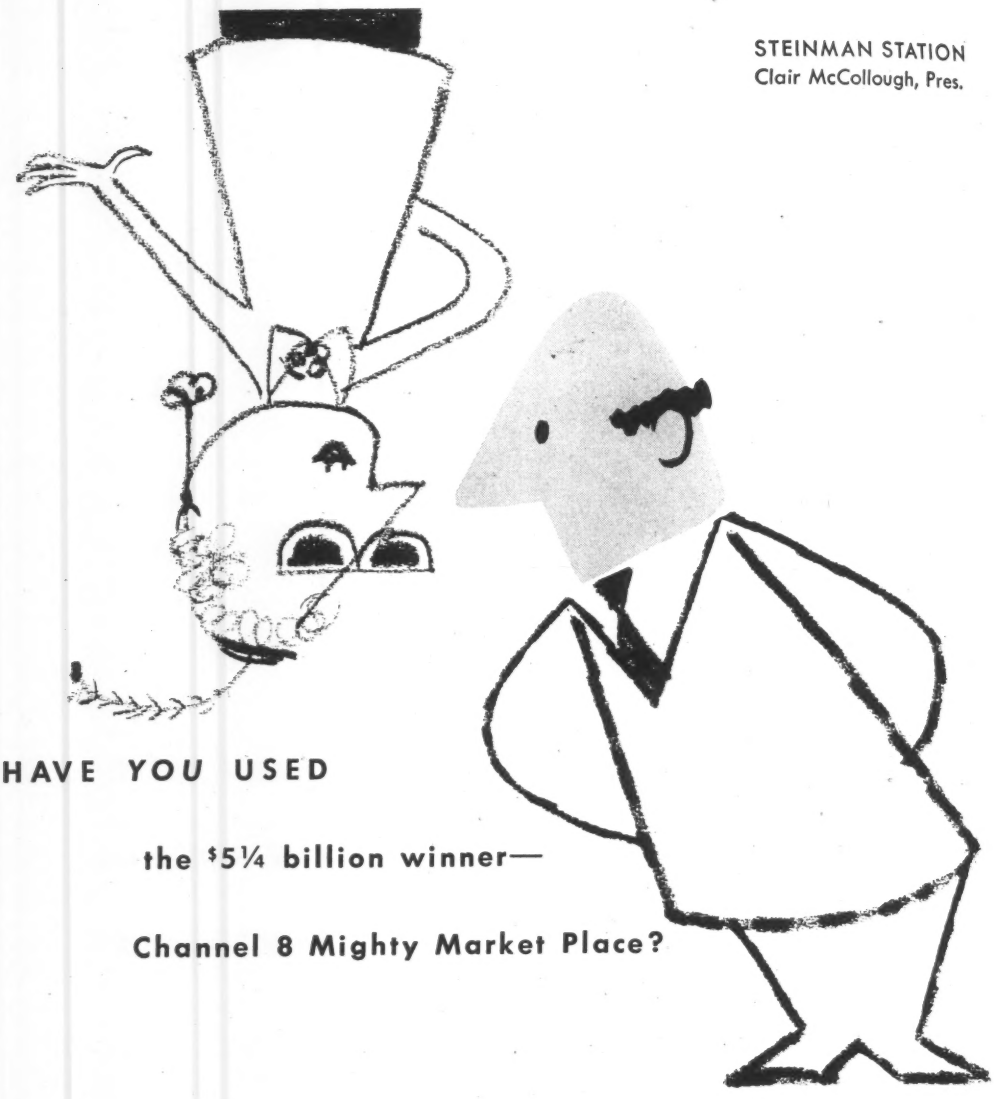
WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

STEINMAN STATION
Clair McCollough, Pres.



HAVE YOU USED

the $5¼ billion winner—

Channel 8 Mighty Market Place?

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

Here's the TV market that *everybody's* talking about! A mighty market with an effective buying income of $5¼ billion—with more than 3 million prospects for your product. Get you share of sales—buy WGAL-TV.

Representatives:

MEEKER TV, Inc.

New York • Los Angeles • Chicago • San Francisco

Channel 8 Mighty Market Place

Harrisburg
York
Lebanon
Reading
Hanover
Pottsville
Gettysburg
Hazleton
Chambersburg
Shamokin
Waynesboro
Mount Carmel
Frederick
Bloomsburg
Westminster
Lewisburg
Carlisle
Lewistown
Sunbury
Lock Haven
Martinsburg
Hagerstown

316,000 WATTS

closed circuit.

POST TIME, SEPTEMBER? Senate Commerce Committee investigation on tv won't begin before mid-September or early October. Chairman Magnuson has approved manpower recommendations of Majority Counsel Sidney Davis, authorizing prompt appointment of six professional staff members as beginning (see lead story page 27).

B•T

RIDER has been written into all Ford tv-radio contracts, including Lincoln-Mercury spot announcements scheduled to be launched this month, providing that if current labor negotiations end in strike, contracts are cancellable within 24 hours. Kenyon & Eckhardt, New York, handles Lincoln-Mercury. J. Walter Thompson Co., New York, places Ford Motor schedules.

B•T

MACK'S DATE • Senate Commerce Committee hearings on Richard Mack's nomination to FCC would have been held this Wednesday if fellow Floridian Sen. George Smathers, committee member, had had his way. He asked Chairman Warren Magnuson near weekend to set hearing for regular committee meeting Wednesday, but failed to wedge it in so near deadline. With pressure to get Mack nomination through Senate before incumbent Comr. Frieda Hennock's term expires June 30, it's possible Wednesday meeting may bring announcement that hearing date is being set several days ahead of next regular committee meeting June 22.

B•T

COMR. Frieda B. Hennock will establish law offices in Washington after leaving FCC. It's understood she has several offers of partnerships in New York as well as in Washington but has decided to specialize in communications and administrative fields in Washington, rather than return to New York.

B•T

NEW FTC CODE • Trade practice rules for radio-tv industry which were proposed in September 1953 are expected to be promulgated by Federal Trade Commission last week in June. Rules seek to maintain fair competitive conditions in advertising and sale of radio sets, tv sets and parts and accessories. New code will amend old rules for radio receiving set manufacturing industry of July 1939.

B•T

FCC VETERAN hearing examiner Fanney Neyman Litvin will retire Oct. 1 after 30 years of government service—27 in communications. Mrs. Litvin joined original Federal Radio Commission in 1928 and has served continuously as attorney and hearing examiner since. She handed in her initial decision in Hartford ch. 3 case (story page 58) last Tuesday and will file her retirement request as of Sept. 17. She plans to travel extensively and does not now contemplate entering private law practice in Washington. She is a Montana native and before joining FCC served for three years as law clerk on staff of late Senator Walsh (D-Mont.).

B•T

OUT OF TOWN • Mass evacuation of key government agencies from Washington week of June 13 in civil defense test includes FCC. Destination: Classified. But don't expect normal business that week, since FCC will not hold regular meeting. FCC role in test is to see how it could keep vital communication services functioning in event of surprise enemy attack.

B•T

THIS couldn't be confirmed last week, but understanding is that International Telemeter Corp. (80% owned by Paramount Pictures) plans to include recommendation in subscription tv comments to FCC that pay-tv entrepreneur purchase necessary time from stations at card rates, cut station in for any spots or IDs it may sell within that period. ITC attorney Paul A. Porter and colleagues spent all last week in New York doing spade work in preparation for June 9 deadline comments.

B•T

MEXICAN MEETING • Long delayed resumption of radio allocation talks with Mexico is now tentatively scheduled July 6 in Washington, but firm date still hangs on outcome of Cuban visit to Mexico on their mutual frequency problems. Mexicans went to Cuba earlier this year, but nothing was settled. State Dept. is calling U. S. industry-government conference June 24 in Capital to prepare for July 6 session.

B•T

FCC CHAIRMAN George C. McConnaughey leaves for Europe July 22 on month's quasi-official trip and will confer with heads of communication administrations of various countries. Accompanied by Mrs. McConnaughey, he will visit Paris, Geneva, Heidelberg, Bonn, Scandinavian countries and Scotland, his ancestral land. FCC authorized trip holding that visit by FCC chairman has been long overdue.

B•T

FORCED DRAFT • FCC is under virtual mandate to Congress to clear up all pending "ready" cases by end of July. This commitment was made orally by Chairman McConnaughey at recent Appropriations Subcommittee hearing and chairman since has been cracking whip on staff. Commission plans to be in recess during entire month of August except for emergency matters.

B•T

NASTY incident was barely avoided by Advertising Federation of America in annual $500-convention trip essay contest among high school students. Two national judges already had picked entry of eastern girl as top winner when third judge read opening line, "All advertising stopped at 10 o'clock today," and felt it had familiar ring. Entry was lifted word-for-word from NARTB President Harold E. Fellows' famed speech of three years ago.

B•T

COMMUNITY QUARREL • There's bit of irony in fight building up between some telecasters and community tv systems and it may be pointed up at National Community Television Assn. convention in New York beginning today (Monday). It is this: William C. Grove, KFBC-TV Cheyenne, Wyo., who has been leading fight to get broadcasters to take stand on property rights in programs and their use by community tv systems, once was hell-bent to become cable operator himself in Sydney and Scottsbluff, Neb. He lost out, it is understood, when Collier Electric Co. offered to furnish not only Cheyenne signals but also those from Denver vhf stations.

B•T

GEORGE B. STORER, president of Storer Broadcasting Co., played round of golf at Burning Tree Country Club with President Eisenhower last Thursday as part of foursome. Scores, following custom, were not divulged.

B•T

HOUSE HUNT • Quest for FCC's own headquarters in Washington is underway in earnest since Chairman Warren G. Magnuson (D-Wash.) got behind project recently. FCC and its predecessor FRC have been quartered in borrowed or temporary space virtually since creation of original Commission in 1927. Since 1934 Commission has been "stepchild" of Post Office Dept., utilizing portion of 13th & Pennsylvania Ave. building, plus temporary headquarters for its examiners and some of its clerical operations.

B•T

REPORTS that Terrence Clyne, vice president and chairman of plans review board, McCann-Erickson, would succeed Alfred Scalpone as vice president in charge of radio-tv at agency, circulated last week but could not be confirmed. Mr. Scalpone resigned to join CBS-TV (story page 91).

Outstanding...

say the time buyers who know us best!

Weymouth Symmes
PARIS & PEART
says . . .

"The signal dominates the entire market."

Mildred Fulton
McCANN-ERICKSON, INC. says . . .

"It's the right station in the right market for sales results."

Reggie Schuebel
REGGIE SCHUEBEL, INC.
says . . .

"Buying WNHC-TV is no shot in the dark — you can't miss."

WNHC Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

Population 3,564,150 TV Homes 934,448

represented by the katz agency, inc.

John Murphy
KUDNER AGENCY, INC.
says . . .

"I have found product sales satisfaction every time."

at deadline

FREE TV, FEE TV CAN'T CO-EXIST, SARNOFF SAYS IN FCC STATEMENT

ASSERTING that free tv and fee tv cannot co-exist practically, Brig. Gen. David Sarnoff, chairman of NBC and RCA boards, says in statement to be filed with FCC today (Mon.) that subscription television would cause degradation of free tv program quality, jeopardize free tv economically, might lead to government regulation of broadcast services on common-carrier basis and could ultimately destroy free-tv system altogether (text of main portion, page 48).

Statement, being filed on behalf of NBC, also says fee tv would lure free tv's top programs and talent, take over sports coverage, cause public service programming to suffer and black out free television for millions (in single-station markets, whenever fee-tv programs were being carried). Gen. Sarnoff also notes that petitions filed by pay-tv promoters "carefully avoid any commitment that pay-television would not carry advertising," and says "obviously this omission was not merely inadvertent."

Appendix to statement charges that Zenith Radio Corp., long-time advocate of Phonevision pay-tv system, "has a record of first opposing introduction of black-and-white television and, thereafter, taking the position that free television was economically unsound and could never succeed."

Comdr. E. F. McDonald Jr., president, and other Zenith officials are quoted as having said that "without a box office to pay for good programming, [television] is economically so unsound that it will never succeed (1937)"; "We [Zenith] are not making and do not plan to make any black-and-white receivers (1946)"; "I have said that television required a box office to pay for the type of programming that would give it mass appeal, and events have borne me out (1947)"; "We have always said that television would eventually be a great industry—but not until a box office was found which would provide the type of programs necessary to put television set sales into the millions (1948)"; "The [Zenith] new line of television receivers to be placed on the market this fall will contain many improvements and advanced features. Provision will be made in all models for the incorporation of Phonevision. . . . Phonevision in no way interferes with regular free-television service, which will make television economically sound (1948)."

ABC and CBS plan to file with FCC on Thursday—deadline—in opposition to pay tv.

ANA Plans One-Day Clinic On Research in Advertising

ASSN. of National Advertisers will hold special one-day forum Friday at New York's Hotel Plaza, with discussion centering around "How Research Contributes to the Management of Advertising." Seminar is limited to representatives of ANA companies and guest speakers, according to Stanley Frame, marketing research manager, National Biscuit Co., who is program chairman. Registration has exceeded 100.

Frank W. Mansfield, director, sales research, Sylvania Electric Products Co., chairman of ANA advertising research committee, will present highlights of some of the work of committee in connection with ANA's advertising management program. Other speakers, who will touch on various phases of research during morning session, will be Henry Schachte, senior vice president, Bryan Houston Inc.; Alfred Politz, president, Alfred Politz Inc.; Paul Gerhold, vice president, media and research, Foote, Cone & Belding.

Afternoon session will be devoted to discussion of various advertising research subjects.

Creomulsion 'Packages'

RADIO stations report getting letters from district sales manager of Creomulsion Co. asking for their "best local rate or package offers" on minute and 20-second spots. Letters note Creomulsion already is buying "about 180 spots per season on some stations," add that "I want more of these radio announcements in my territory," promise that "if you give me something good to work with in comparison with other stations I'll do my best to get you an order." Letters explain: "I work on commission and in need all the advertising help I can get to help me increase sales and thus increase my income."

Two More Groups Join Organizations for Free Tv

ORGANIZATIONS for free tv announced citizen groups in Ohio and New Jersey have joined its ranks in opposition to pay-tv: National League of Televiewers, Newark, N. J., which already has asked FCC for postponement of June 9 deadline for comments, and Greater Cleveland Set-Owners for Free Tv, with headquarters at suburban Berea, Ohio.

Joseph J. Mahoney, chairman of New Jersey unit, claims at least 7 million letters would reach FCC if adequate time were allowed for public to make views known on pay tv. Postponement to Sept. 9 for comments, and proposal for networks to conduct "honest poll" via 30-second announcements on 10 most popular programs asked by Mr. Mahoney.

SLOAN'S ABROAD

WARNER LAMBERT (Sloan's liniment and Waterbury's compound) currently recording radio commercials in 13 foreign languages with aim "to tap the vast, potential foreign market," according to Henry Olmsted, president of Olmsted Sound Studios, New York, which is making recordings. Languages being used include: Hindustani and Gujarati (for area covered by Radio Ceylon in Pakistan and Ceylon); also for liniment product, in basic Ceylonese, Tagalog, Illongo, Cebuano and Haitian Creole "in order to test the potential buying markets in these areas." Mr. Olmsted claimed radio coverage in foreign lands trebled in post-war years and nearly every home either owns or has access to radio.

• BUSINESS BRIEFLY

GEN. FOODS ON SAT. • General Foods, N. Y., has picked up Saturday 11-11:30 a.m. period on CBS-TV, effective July 9. It will sponsor *Commander Cody* as summer series, then follow with new program called *Thunder*, starting Oct. 8. Latter show, produced by Television Programs of America, is based on famed Black Beauty horse story. Benton & Bowles, N. Y., is agency.

GEN. FOODS, REVLON • General Foods, N. Y., through Young & Rubicam, N. Y., expected to co-sponsor with Revlon cosmetics through William Weintraub Co., N. Y., new *Johnny Carson Show*, Thursday, 10-10:30 p.m. on CBS-TV, effective June 30. *Public Defender* currently is co-sponsored in that period by Revlon and Philip Morris Inc. Latter client did not pick up its first option and General Foods signed up immediately.

MAXWELL HOUSE SPOTS • General Foods, for Instant Maxwell House coffee, breaking television spot campaign in 30 markets, effective June 13, to run to July 3. Agency, Benton & Bowles, N. Y.

MARGARINE BUYING • E. F. Drew Co., N. Y., for its newest product, Trinut margarine, buying combined radio-tv-newspaper campaign all along Eastern Seaboard, effective in mid-June until forbid. Firm looking for participation cooking shows and Class A spot times. MacManus, John & Adams, N. Y., is agency.

WHITE ROCK SPOTS • White Rock Sparkling Beverages, N. Y., will start heavy radio spot campaign July 13 using 200 spots per week for duration of summer, New York stations only. Agency: David J. Mahoney Adv., N. Y.

Senate Appropriations Unit Approves FCC Funds in Budget

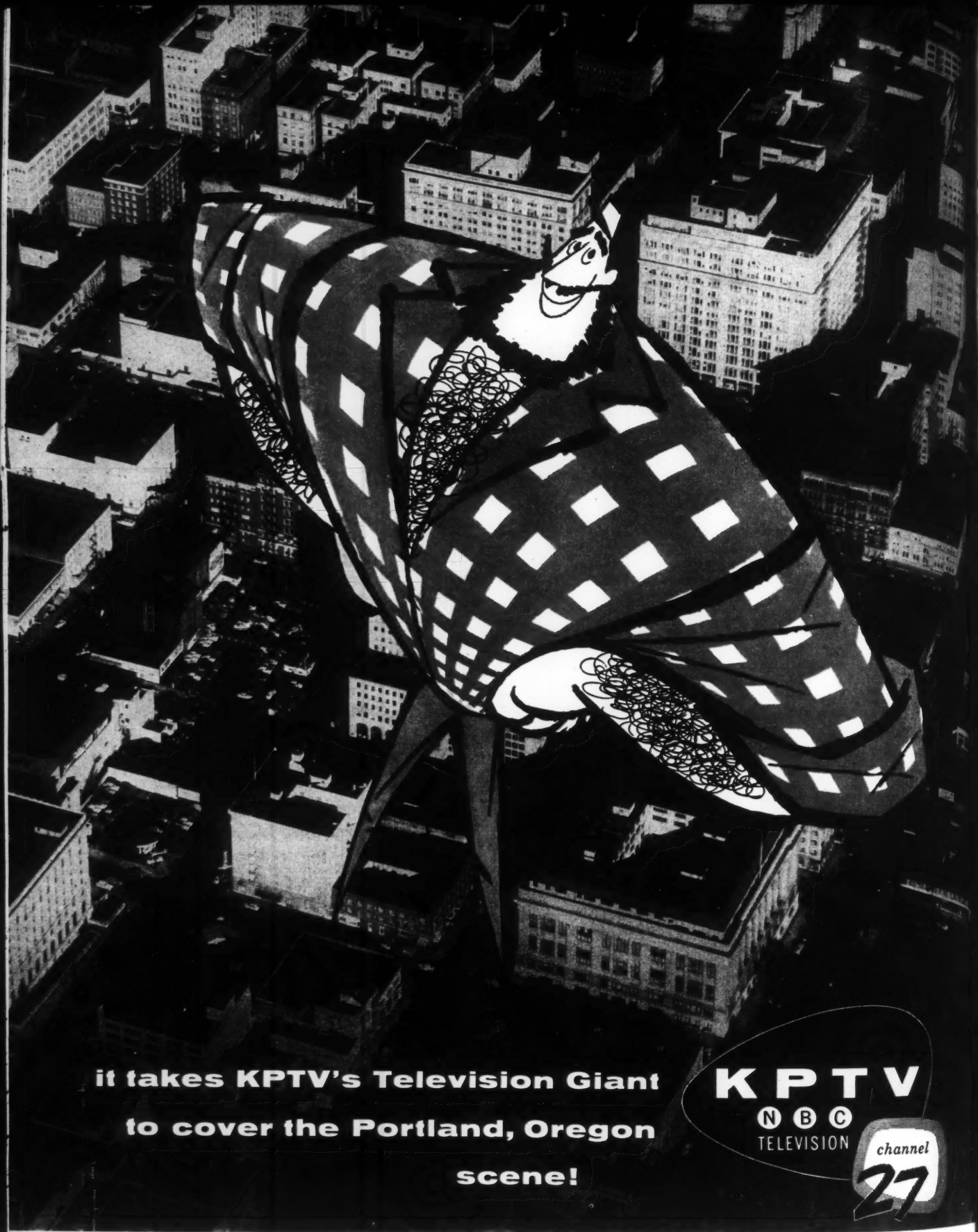
SENATE Appropriations Committee Friday reported favorably on Independent Offices Appropriations Bill for fiscal 1956 (HR 5240), which carries House boost of $170,000 over Budget Bureau figure for total of $6,870,000. Of boost, committee specified FCC must use $80,000 for study of broadcasting industry and $90,000 to work off applications backlog in line with FCC assurances in testimony before Congressional committees. Bill now goes to Senate floor.

Appropriations subcommittee headed by Sen. Warren Magnuson (D-Wash.), which held hearings on bill, was backed by full committee in issuing statement scolding FCC and other regulatory agencies for not keeping closer "liaison" with Congress.

Statement said agencies should not be primarily concerned with giving testimony on legislation, but also should perform "dual function" of keeping Congress informed of agency's work and providing "general source" to which congressmen may turn to "secure prompt answers to inquiries from constituents for information, copies of decisions, rulings and so forth."

WMAL-TV Gets Power Boost

WMAL-TV Washington, operating on ch. 7, granted permit by FCC Friday for boost in effective radiated power from 22.9 kw visual, 11.7 kw aural to 252 kw visual, 134.5 kw aural.



A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690
GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-8689
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales

at deadline

WTSP Claims WFLA Grant Departed From FCC Policy

FCC departed from established policy when it held local ownership and integration preference by WTSP St. Petersburg, Fla., not significant enough to win grant of Tampa-St. Petersburg ch. 8, U. S. Court of Appeals was told Friday in Washington. Case was on appeal by WTSP from FCC grant last year to WFLA-*Tampa Tribune* and denial of WTSP's application for same ch. 8 facility.

WTSP counsel Telford Taylor argued that Commission always gave heavy weight to local ownership and integration. WTSP is owned by Nelson Poynter *(St. Petersburg Times)*. WFLA, on other hand, said Mr. Taylor, is owned by principals living in Richmond, Chicago and New York.

FCC reply, by General Counsel Warren Baker, was that Commission policy is to give weight to local ownership and integration when there's question of carrying out program proposals. In this case, Mr. Baker said, FCC held that on basis of past operations it could rely on WFLA to carry out what Commission called better program proposals.

Argument was before Circuit Judges E. Barrett Prettyman, David L. Bazelon and George Thomas Washington.

WFMF Chicago Asks FCC To Consider Multiplex Plea

WFMF (FM) Chicago, functional music station, petitioned FCC Friday for separate consideration of its petition filed earlier in week supporting plea of WWDC-FM Washington which asked reconsideration of Commission's new functional music-multiplex rules.

FCC Wednesday denied WWDC-FM plea, WFMF noted, but its own petition was not considered since it was filed Tuesday. WFMF claimed its new legal arguments and factual data deserve review. WPEN-FM Philadelphia also petitioned Tuesday for relief under fm rules, ordered effective July 1 (earlier story page 61).

New Mexico Application

KSVP Artesia, N. M., petitioned FCC Friday for rule-making proceeding to switch ch. 10 from nearby Roswell to Artesia, now allocated ch. 21. KSWS-TV operates on ch. 8 at Roswell. No bid pends for ch. 10.

Orlando Tv Petition Filed

NEW TV station on ch. 18 at Orlando, Fla., requested in bid filed with FCC Friday by WABR Winter Park, Fla. Orlando now served by ch. 6 WDBO-TV. Proposed ch. 18 outlet asks effective radiated power of 20.9 kw visual with antenna height 228 ft. above average terrain. Estimated construction cost $88,700, first year operating cost $60,000, revenue $96,000.

Jackson Outlet Withdraws

POST-THAW tv deletions increased to 143 (29 vhf, 114 uhf) with surrender Friday of operating ch. 25 WJTV (TV) Jackson, Miss., pursuant to merger agreement with ch. 12 WSLI-TV there, approved by FCC last month [B•T, May 23, April 18]. Jackson becomes vhf-only market, is also served by ch. 3 WLBT (TV).

FLIER PHONED

PHONE conversation was recorded Friday afternoon with Lt. Col. Edwin L. Heller, Wynnewood, Pa., released last week from communist captivity, by Sam Serota, special events director of WIP Philadelphia. Flier was contacted in Honolulu. Ten-minute interview was broadcast at 3 p.m. by WIP and repeated at 6 p.m. Earlier in week Mr. Serota had interviewed pilot's wife at her Wynnewood home.

Robert Soule WFBL President

ROBERT G. SOULE elected president of Onondaga Radio Broadcasting Co. (WFBL Syracuse), succeeding Oscar F. Soule, his brother, who becomes chairman of board. New president said no changes in station personnel or management contemplated. Robert Soule, active in civic affairs, served as president of Syracuse Chamber of Commerce, was one of organizers of Syracuse Governmental Research Bureau.

FCC Satellite Ruling

WAY cleared Friday for FCC to act on surviving application of Southwest Oregon Tv Bcstg. Corp. for satellite tv station on ch. 4 at Roseburg, Ore., with dismissal of competitive bid by Southern Oregon Bcstg. Co. Under merger agreement, latter gets 50% interest in prospective grantee. Southwest is under common ownership with ch. 13 KVAL-TV Eugene, Ore., which it would rebroadcast. Southern is identified with ch. 5 KBES-TV Medford, Ore.

FCC Outlines Test Procedure

RADIO stations in local areas may go into Conelrad operation on voluntary basis during June 15-16 national civil defense test, FCC said Friday, but first must obtain Commission approval if daytime transmission is planned. Stations may obtain permission for Conelrad during midnight-6 a.m. experimental period from FCC field supervisor for Conelrad. Commission emphasized no national Conelrad exercise is planned and urged stations to cooperate with local state or federal civil defense authorities in any tests they may consider. Chief communication role during national test will involve amateur stations under Races (Radio Amateur Civil Emergency Service) plan, Commission said.

UPCOMING

June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.

June 5-8: Alpha Delta Sigma (adv. fraternity), convention, Palmer House, Chicago.

June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.

June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.

For other Upcomings see page 107.

PEOPLE

SIDNEY J. NATKIN, formerly vice president and director, Mandel Bros., Chicago department store, to Gordon Best Co., advertising agency, as vice president.

DIANE YOUNG, formerly in public relations work with Art Franklin Inc. and Mal Braveman Assoc., both N. Y., joins Screen Gems Inc., N. Y., as promotion writer.

JOEL McPHERON, vice president, Geyer Adv., N. Y., to Compton Adv., same city, as member of account group of Socony Mobile Oil Co.

CBS Color Microscope To Be Shown Medical Group

NEW electronic color microscope, using equipment developed by CBS Labs, division of CBS Inc., will be demonstrated today (Monday) by Smith, French, Kline & French Labs at annual meeting of American Medical Assn. in Atlantic City. In demonstration, cancer cells, magnified 15,000 times, will be shown in full color on large screen.

Peter C. Goldmark, president of CBS Labs, said demonstration will culminate six years of experience in application of electronics to medical education by his organization. He added that system, developed under direction of John W. Christensen, vice president of CBS Labs, enables microscopic specimens, living or dead, to be enlarged and projected electronically in full color with magnifications up to 30,000 on six-foot screen.

Four Affiliate With ABC-TV

AFFILIATION of four stations with ABC-TV being announced today (Monday) by Alfred R. Beckman, ABC-TV director of station relations. They are: KWTX-TV Waco (ch. 10), owned and operated by KWTX Broadcasting Co., with M. N. Bostic as general manager; WMGT (TV) Pittsfield, Mass. (ch. 19), owned and operated by Graylock Broadcasting Co., of which John T. Parsons is general manager; KCCC-TV Sacramento (ch. 40), owned and operated by Capitol City Tv Corp., with Ashley R. Robison as general manager, and KLTV (TV) Reno, Nev. (ch. 8), owned and operated by Nevada Radio-Television Inc., of which Harry Huey is general manager.

AAAA Committee Named

AMERICAN Assn. of Advertising Agencies last Friday announced members of operations committee who will supervise 1955-56 AAAA activities. They are: J. Paul Hoag, Hoag & Provandie Inc., Boston, in charge of executive section, including association finances, general information service and group insurance plan; Victor O. Schwab, Schwab & Beatty, in charge of agency administration, mechanical production and AAAA's area of personnel; George C. Reeves, J. Walter Thompson Co., Chicago, in charge of media operations, international advertising and area of research; Robert D. Holbrook, Compton Adv., New York, in charge of region and council activities, membership and area of ethics, and J. Davis Danforth, BBDO, New York, in charge of television and radio administration and area of relations.

Inside Grey Adv. Agency

"THE Story of Advertising" will be told on *Mr. Executive* program Saturday on NBC-TV, 12:30 p.m., when cameras will take viewers to Grey Adv. in New York so they can see for themselves how agency works on campaign. Agency is planning, with producers, to give filmed version of program fullest possible distribution to colleges and other institutions across country.

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THE MONTHLY TELESTATUS

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*Reg. U. S. Patent Office

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WNBQ famous "Chicago School" of television has a bright new honor pupil on its roster—the BOB & KAY WITH EDDIE DOUCETTE show.

Every weekday, 12:45 to 2:00 p.m., these three Chicago favorites turn the pages of their TV Magazine of the Air. Women are making a pleasant daily habit of Bob & Kay's interviews with fascinating people, Eddie Doucette's cooking demonstrations, and musical features by the Art Van Damme Quintet and Joe Gallicchio's orchestra.

stacking up nicely!

Yes, the new show is stacking up nicely! And, backed by an active promotion and merchandising service, it's well embarked on a career of making sure for advertisers that

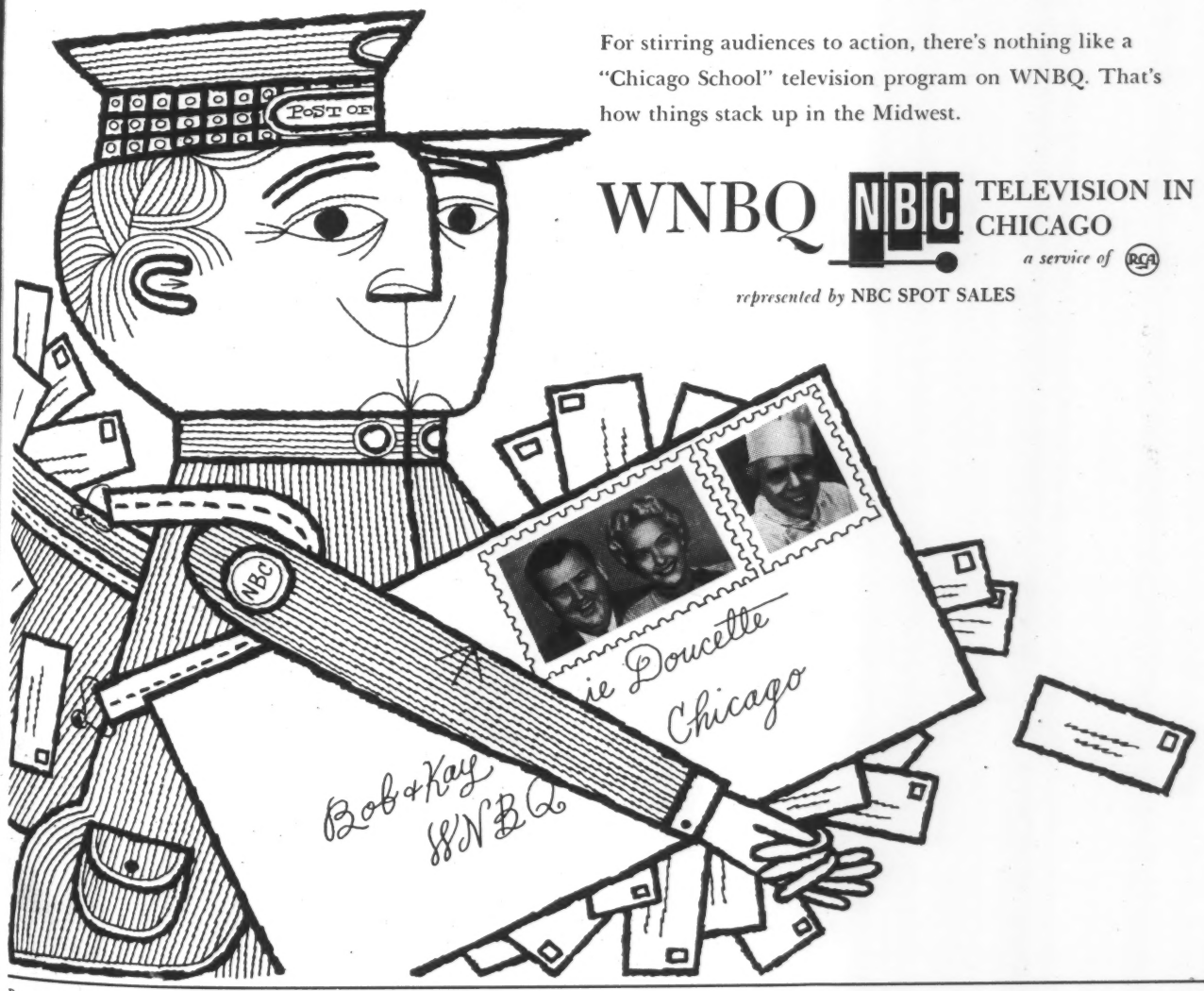
THE PAY-OFF IS AT THE POINT OF SALE!

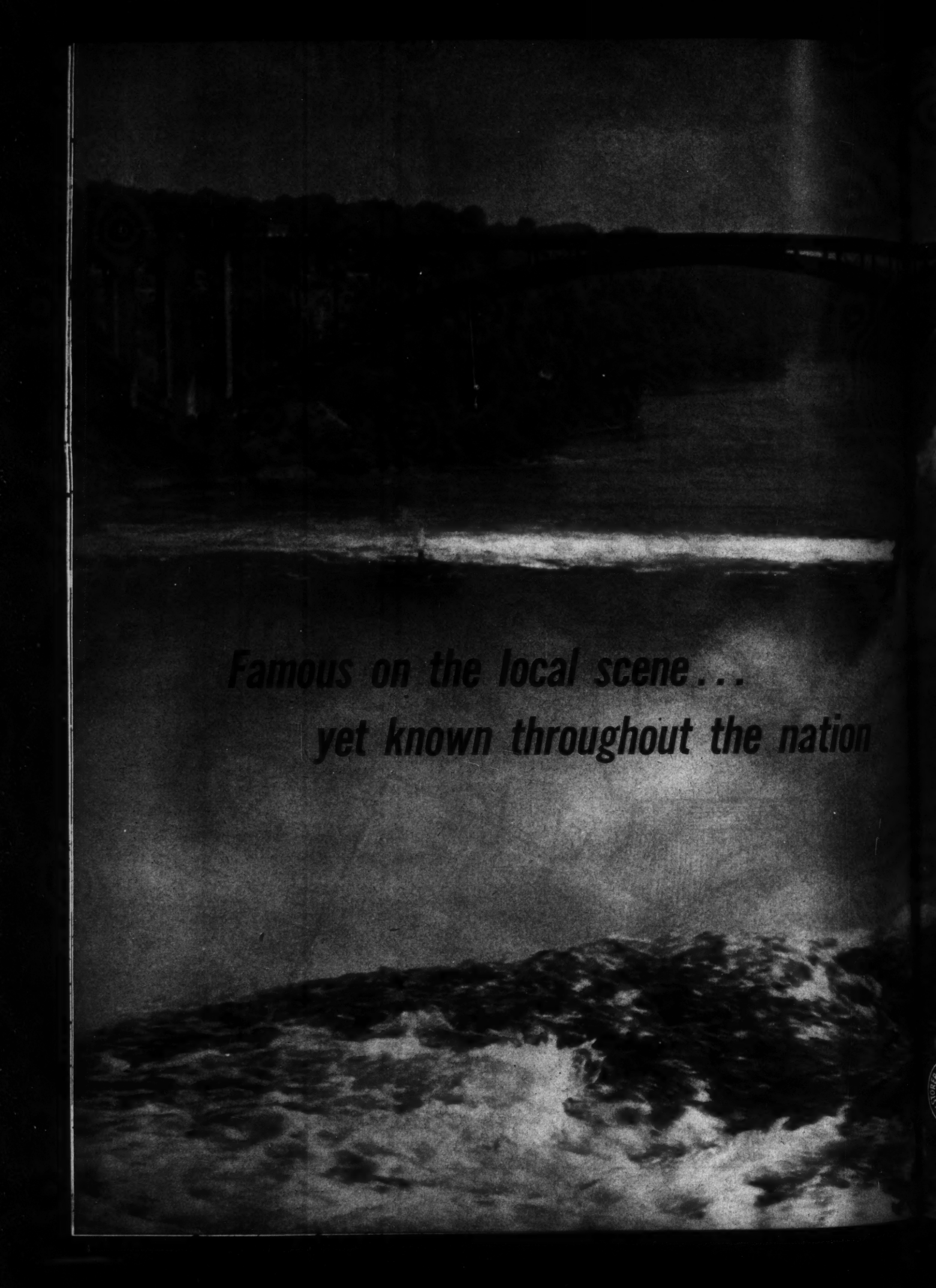
A few weeks after its premiere, BOB & KAY WITH EDDIE DOUCETTE invited its viewers to send in their names, addresses and telephone numbers, to qualify for attractive prizes. For four weeks running, the mail stacked up at the rate of 2,500 pieces a week. A grand total of 10,000 pieces of mail—and the show's just getting going!

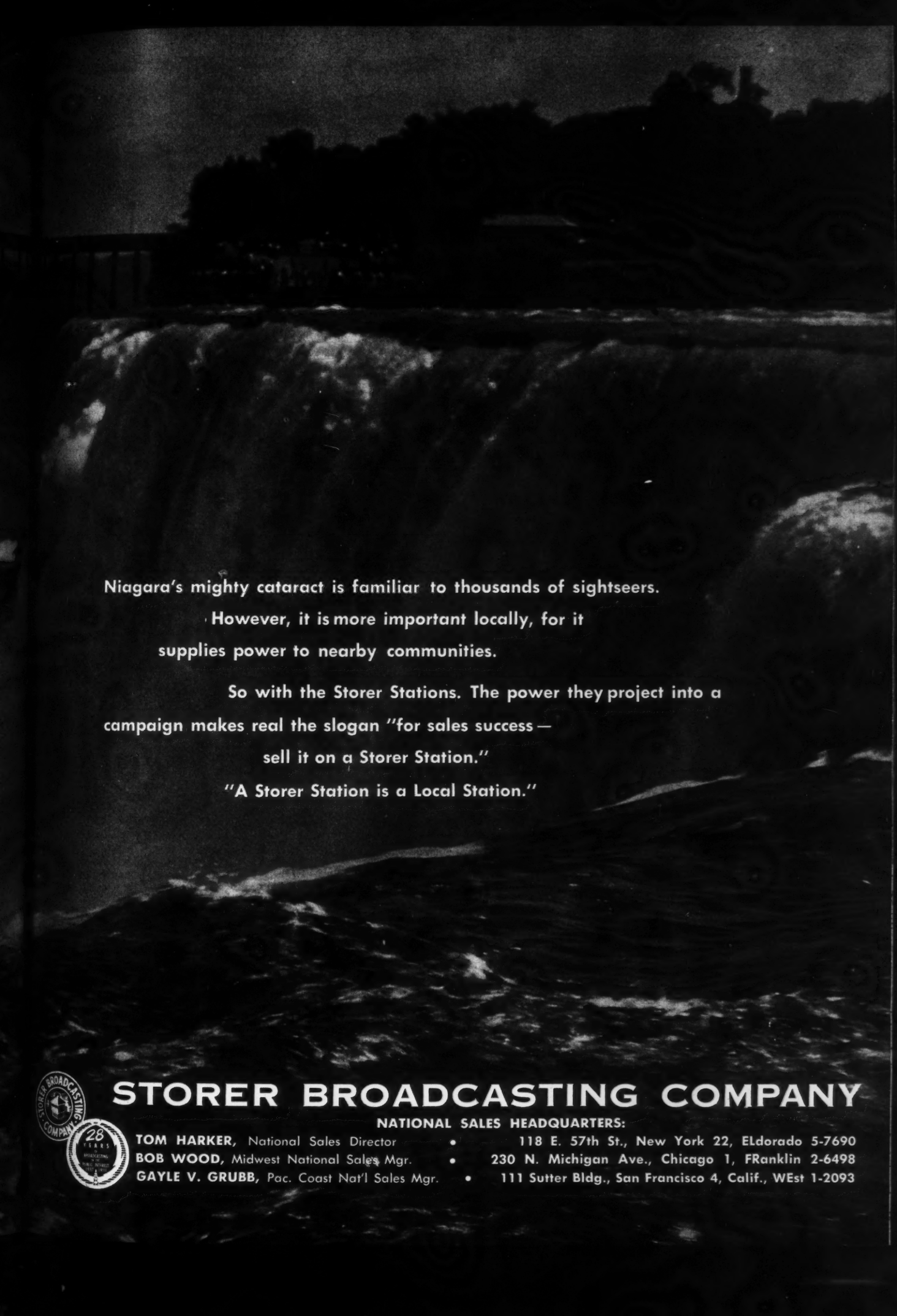
For stirring audiences to action, there's nothing like a "Chicago School" television program on WNBQ. That's how things stack up in the Midwest.

WNBQ NBC TELEVISION IN CHICAGO
a service of RCA

represented by NBC SPOT SALES




Famous on the local scene...
yet known throughout the nation


Niagara's mighty cataract is familiar to thousands of sightseers.
However, it is more important locally, for it
supplies power to nearby communities.
So with the Storer Stations. The power they project into a
campaign makes real the slogan "for sales success —
sell it on a Storer Station."
"A Storer Station is a Local Station."
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THE TOP BRASS

Misses the Old Outfit, especially when the Old Hip Wound stiffens up on rainy days. Hates civilian red tape; fights back with requisitions.

In the Washington area, advertisers commanding the biggest audiences use WTOP Radio. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. You too can get top sales results with Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

TOWN MEETING: A 20-YEAR CAVALCADE

ON MAY 30, 1935, George V. Denny Jr. stepped up to a microphone on the stage of Town Hall, just off New York's Times Square, and called to order the first *America's Town Meeting of the Air*. A week ago yesterday, May 29, 1955, the program celebrated the completion of 20 years on the air by replacing its usual topical debate with a documentary on the series itself, made up of excerpts from the *Town Meeting* broadcasts through the years.

The voices of the speakers, raised in defense of or in opposition to some burning issue of the day, were vivid reminders of some of the most stirring broadcasts of the past two decades. The skilfully selected excerpts from the nearly 900 *Town Meeting* broadcasts were individually interesting and nostalgic; in combination they created a vivid summary of American history from the early days of the New Deal to the present Eisenhower era.

On the anniversary broadcast was heard again the debate on President Roosevelt's proposal to enlarge the membership of the Supreme Court between Hugo L. Black, then Senator from Alabama and later a Supreme Court justice himself, and Sen. William H. King of Utah. Here was Wendell Willkie, in his first nationwide broadcast, arguing for business in a debate with Robert H. Jackson, trust-busting Assistant Attorney General. Here was a vigorous exchange of pointed views and amiable insults between two New Deal stalwarts, Harold L. Ickes, FDR's Secretary of the Interior, and Gen. Hugh S. (Iron Pants) Johnson, NRA administrator. Mr. Ickes also was heard in a debate on freedom of the press with publisher Frank E. Gannett.

Dean Acheson, later to be Secretary of State, was a little known Washington lawyer in January 1941 when he debated the question, "Is a Hitler Defeat Essential to the United States?," with Verne Marshall, chairman of the "No Foreign War" Committee. Not much later, Norman Thomas, Socialist Party leader, from the Town Hall platform, opposed President Roosevelt's lend-lease plan, with Mr. Willkie, who had lost the previous year's election to FDR, rising from his seat in the audience to "call upon all Americans to give him [the President] such power in this most severe crisis . . . so that he may save America" by helping Britain save herself.

Other voices reminded the anniversary audience how much has happened in recent years: Jan Masaryk, Czech patriot, calling for negotiations with Russia in prewar Europe; Alabama Congressman John Sparkman and Nebraska Sen. Edward R. Burke debating the merits of a fourth term for FDR; Sen. Tom Connally of Texas, speaking from San Francisco in April 1945 when the United Nations came into being, with commentators Raymond Swing and H. V. Kaltenborn also discussing this attempt to insure peace, and a report on UN's effectiveness made only a few months ago by former UN Secretary-General Trygve Lie.

There were voices that needed no identification—Adlai Stevenson, Richard Nixon, Fiorello LaGuardia, Thomas E. Dewey, Joseph R. McCarthy—and others whose names were extremely familiar, if their voices were less so—India's Jawaharlal Nehru, Korea's Dr. You Chan Yang, historian Arnold Toynbee, cartoonist Al Capp, Father Edward J. Flanagan, revivalist Billy Graham, Rabbi Joshua Loth Liebman. And many more.

For adept editing of 20 years of *Town Meeting history* into a memorable hour of listening, an arduous task admirably carried out, producer-writer William R. Traum, Town Hall's radio-tv director, and co-producer Harriet C. Halsband deserve a prominent place in next year's Peabody awards list.

Broadcast on ABC Radio Network, Sun. 8-9 p.m. Special anniversary program, May 29.
Producers: William R. Traum, Harriet C. Halsband; director: Richard Ritter; writer: William R. Traum.
Narrator: John Charles Daly.

THE PETRIFIED FOREST

ONE of Robert Sherwood's most successful dramas was picked for NBC's *Producer's Showcase* last week and, in both color and monochrome, it came off very well indeed.

The story is of a life-quickening moment in a gas station-barbecue oasis near the Petrified Forest of Arizona after a visitation by (1) a "writer" who comes from nowhere bound for nowhere, and (2) a fleeing gangster who is on his way to the border with his gang.

Mr. Bogart breathed vivid life into the role of the gangster, Duke Mantee. Grim visaged, unshaven and tight-lipped, he expressed the epitome of a man living tautly between life and death. Henry Fonda, who had the difficult assignment of portraying the rootless writer, was properly philosophical in the part. The writer, Alan Squier, was himself shot by Duke Mantee so that Gabrielle, the daughter of the roadstand owner, could collect his insurance and keep her rendezvous with destiny in France. This sacrificial scene was superbly played by Mr. Fonda.

Gabrielle was, in our opinion, somewhat miscast. The part was played by Lauren Bacall, whose rangy characterization did not jibe with the imaginative, delicate desert flower, yearning for France and art, and reading Francois Villon while keeping her football player beau at arm's length. And while we're on the subject of miscasting, that football player looked as if he had been out of school for at least a decade.

A bow should go in the direction of Natalie Schafer, who played Mrs. Chisholm. At the right moment and with the proper quickening of her attitude, she changed from a stuffy matron to a hot blooded woman eager for some hard lovin'.

There was some excellent camera work—Miss Bacall in a pensive listening attitude held on camera for what seemed to be a full minute, while Mr. Fonda expounded his belief that nature was in revolt against the intellectuals; the Duke and his men with guns at the ready advancing into the lights of the oncoming Dusenberg. The setting of the beleagured cafe was also in the best tradition of staging.

All in all a rewarding performance; another plus for tv's ability to do serious drama.

Production cost: $44,000.
Broadcast in color and monochrome on NBC-TV, May 30, 8-9:30 p.m., one of the Producer's Showcase *series, telecast at that time every fourth Monday, sponsored by RCA and Ford Motor Co.*
Producer: Fred Coe; director: Delbert Mann; associate producer: Bill Nichols; technical director: Lawrence Elikann; associate director: Dominick Dunne.
Adapted for tv by Tad Mosel from the original stage play of Robert E. Sherwood.
Music director: Harry Sosnik; settings: Edward Stephenson; costumes: Robert Campbell; unit manager: Perry Cross; make-up: Fred Williams.
Cast: Humphrey Bogart, Henry Fonda, Lauren Bacall, Paul Hartman, Jack Warden, Joseph Sweeney, Richard Jaeckel, Natalie Schafer, Richard Gaines, Jack Klugman, Syeve Ritch, Dick Elliott, Morris Buchanan, Julia Montoya, Frank London.

BIG BONUS

Nielsen now reports that radios in automobiles add as much as 33% to the radio audience. And advertisers get these listeners *free*—a big bonus!

In Baltimore, the Department of Motor Vehicles has announced that today there are more than 300,000 passenger cars with radios in the Baltimore metropolitan area.

Surveys by ARB and PULSE prove that W-I-T-H dominates this big out-of-home audience day and night. Just another reason why W-I-T-H gives more listeners-per-dollar than any other radio or TV station in Baltimore. Get the whole story from your Forjoe man.

IN BALTIMORE BUY **W-I-T-H**

Tom Tinsley, President
R. C. Embry, Vice-President

Represented by Forjoe & Co.

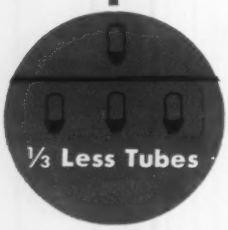
It's Here! RCA's Production CO

MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

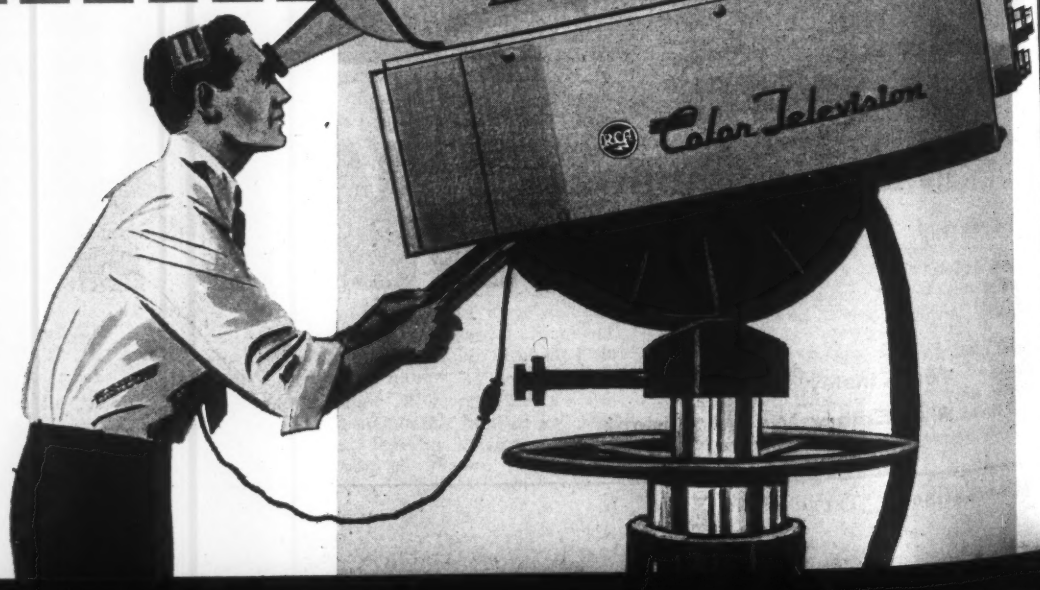
FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA



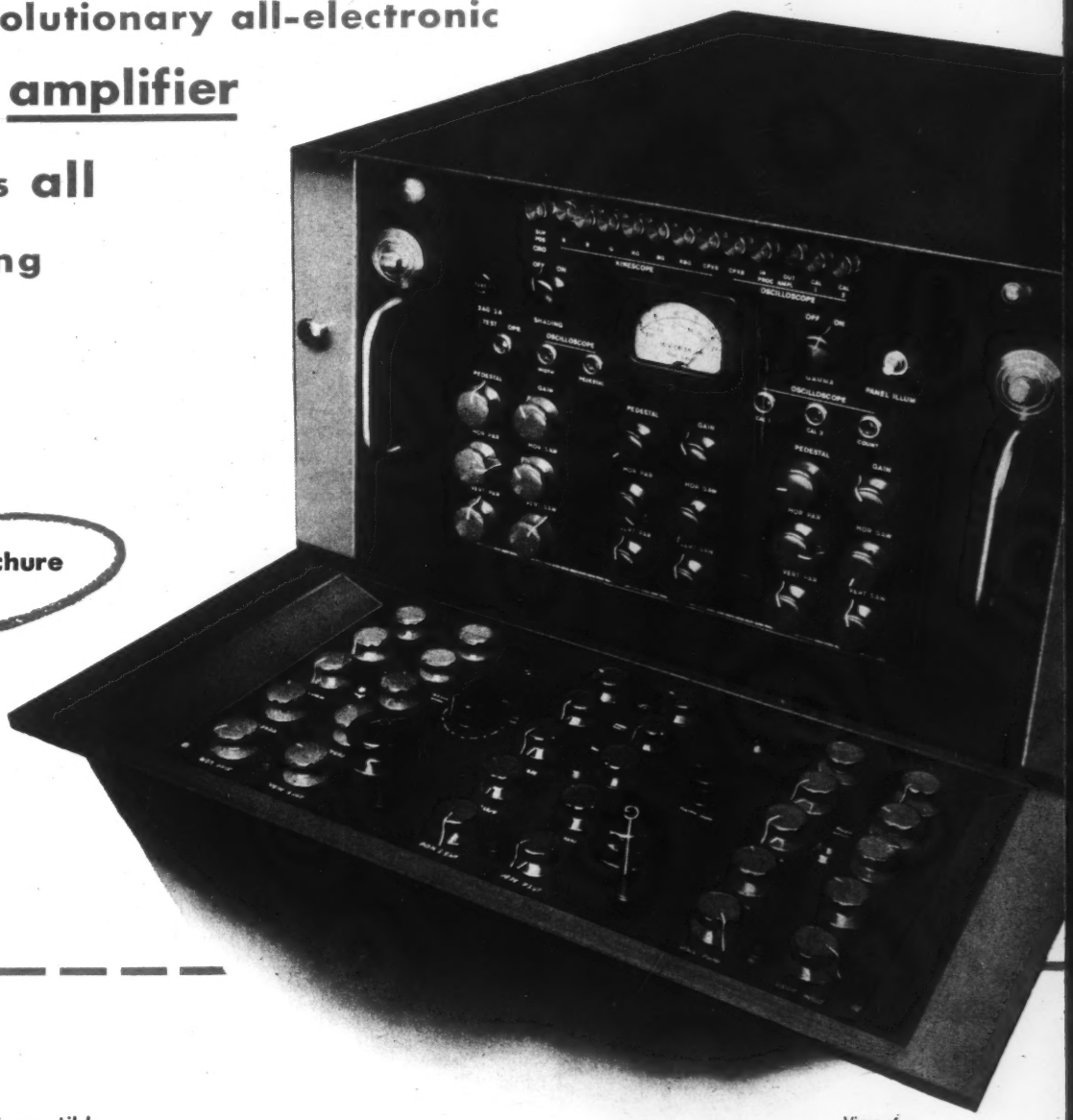
on COLOR CAMERA TV EQUIPMENT

...with the revolutionary all-electronic

processing amplifier

which combines all signal processing functions in a single chassis.

12-Page Descriptive Brochure Available on Request.



RCA Pioneered and Developed Compatible Color Television

View of Processing Amplifier with front shelf removed

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**

Cal Douglas
Star of
"WAPI NEWS"
8 am and 6:30 pm Monday-Friday
"NOON EDITION"
WABT 12 to 12:30 Monday-Friday

Now News Director of the 3 stations WAPI, WAFM, and WABT

As an able newscaster, Cal Douglas has proved his ability on individual programs. He now assumes the responsibility of coordinating all news programs and developing broader coverage of local news. He will continue on the air in addition to his work behind the scenes.

Stars Sell on Alabama's greatest radio station

WAPI

Represented by John Blair & Co.
Southeast, Harry Cummings

greatest TV station

WABT
Birmingham
Represented by BLAIR-TV

our respects

to JULES MAURICE COLLINS

IN 18 years of intimate association with broadcasting, Jules M. Collins, sales manager in charge of licensing activities of the American Society of Composers, Authors and Publishers, has become increasingly impressed with the interdependence of music and broadcasting.

Since radio and television account for more than 75% of ASCAP's income, Mr. Collins recognizes the media's contributions to the well-being of the performance rights organization and is determined to help broadcasting prosper, so that ASCAP will prosper, too. Conversely, he believes that "the life blood of radio and television is entertainment, and music is the 'basic material' of entertainment."

Though Mr. Collins' tenure with ASCAP dates back to 1937, when he joined the organization as manager of the radio department in charge of licensing stations, he says his role in the famed "war" with broadcasters in 1940 was minor. But from the sidelines he absorbed the import of the struggle: broadcasters and ASCAP must learn to live together in harmony. He is grateful that both sides have acquired a maturity that presages cooperation for many years to come.

Mr. Collins always has been a music lover, but his career took several turns before ASCAP beckoned.

Jules Maurice Collins was born in Pittsburgh on March 10, 1901, but was raised in Boston where his father was a shoe manufacturer. He attended the Boston Latin School and was graduated from Harvard College in 1923.

For several years, Mr. Collins worked for his father's shoe business, but decided to return to school for a law degree. He was graduated from the Harvard Law School in 1930. After three years with a Wall Street law firm and several more years in the legal departments of Paramount Pictures and Universal Pictures, Mr. Collins joined ASCAP in 1937.

Mr. Collins recalls that the Society's radio station licensees then numbered 600, as compared with about 3,000 at the present time. There are now about 400 tv station licensees also.

The mushrooming growth of ASCAP's broadcasting activities, Mr. Collins says, is graphically illustrated by the drastic overhauling of the Society's operational methods. In 1937, he points out, ASCAP's contacts with radio stations were handled almost exclusively through correspondence from the New York office, with occasional visits from managers of the Society's branch offices. Today, a specially-created radio-television station relations division, staffed by a crew of eight trained men, services ASCAP's radio-tv licensees.

The division is the culmination of a plan that Mr. Collins had in mind for many years. In the 12 years from 1937 to 1949 that Mr. Collins served as manager of the radio department, he gradually became dissatisfied with what he called "the long-distance approach" existing between the Society and broadcasting licensees. He believed it was necessary to organize a trained staff that would personalize relationships with the radio industry. Lack of personnel during the war years upset his timetable, but in July 1954 the division finally was established.

Following his appointment as sales manager of ASCAP in March 1949, Mr. Collins retained his interest in broadcasting; he still is overall supervisor in this field. Additionally, he is responsible for the administration of 21 ASCAP branch offices throughout the United States.

The latest project designed to assist stations is a new program guide entitled *ASCAP Music on Records*. The guide is a listing of ASCAP music by categories, which provides the program director with a ready source of material for programming ASCAP music. This identifies the composition by giving a listing of the composer, author, publisher and the serial numbers and type of recordings. A category is sent to stations each month and, according to Mr. Collins, *ASCAP Music on Records* has proved "an instantaneous success and of great help to program directors."

At 54, Mr. Collins is a slim, graying man, full of bounce, who derives much pleasure from hobnobbing with broadcasting executives. He is a familiar figure at NARTB conventions, where he has been most cordially received by many friends in the radio-tv industry. But he confesses that many of the oldtimers he knew in years past have been replaced by newer and younger faces.

Looking back at the past 14 years of amiable co-existence between ASCAP and broadcasters, Mr. Collins views the future with optimism. He points out that the first agreement between the Society and broadcasters was extended after the first nine years and voices the belief that another contract will be negotiated without fuss in 1958.

Mr. Collins and his wife, the former Ethel Quint, reside in New Rochelle, N. Y. They have two sons, Arnold, 19, a sophomore at Harvard College, and Matthew, 14, a cadet at New York Military Academy, Cornwall, N. Y.

In between frequent business trips throughout the country, Mr. Collins tries his hand at golf but believes his game can be "greatly improved." He also enjoys photography and listening to new recordings, both popular and classical.

Mr. Collins is a member of the Radio & Television Executives Society, the Westchester Harvard Club, the Harrison (N. Y.) Country Club and the Variety Club.

Starting this week:

The biggest year in ABC's history

The first-round gong of the **Wednesday Night Fight** of June 1 opens a year of new programs, new excitement, new progress on ABC-TV. The FIGHTS are the first of many additions and innovations that will give terrific audience and advertising punch to ABC's programing.

This new building, on a solid foundation of successful shows from last season, adds up to our biggest, busiest year ever. We're starting early and punching hard.

NEW PROGRAMING:

WEDNESDAY NIGHT FIGHTS — TV's top-rated regular sports show helps give ABC the brightest Wednesday night on any network.

MICKEY MOUSE CLUB — Walt Disney's newest programing magic should do for weekday afternoon television what DISNEYLAND did for nighttime this past season . . . a lot of blue-chip advertisers agree with us.

WARNER BROS. PRESENTS—A major Hollywood studio comes to television with a regular program that shapes up as a Tuesday evening "blockbuster."

LIFE IS WORTH LIVING—Bishop Sheen's famous "lectures" move to ABC for their fall debut on *both* radio and television.

WYATT EARP—Television's first *adult* "western," a *new* program type, produced by an old master, Lou Edelman (who has made the Danny Thomas Show a top-award winner.)

. . . and plenty more, on the schedule and on the way.

NEW BUSINESS:

Since January, ABC-TV has signed more than $43 million in new business and renewals—a record that already tops our television billings for *all* 1954—a thumping vote of confidence from the country's leading advertisers and agencies.

NEW SPONSORS:

18 brand-new network sponsors have come to ABC-TV since January. They join a list that reads like a "Who's Who of Advertising."

You'll be glad you turned to **ABC** TELEVISION NETWORK

WERE

PULSE proves WERE has the highest rated quarter hours — Daytime, Evening, and Saturday and Sunday. (Pulse: March — April 1955)

HOOPER proves WERE has the highest share of radio audience in every time segment. (Hooper Radio Audience Index: January — April 1955)

NIELSEN proves WERE has the highest Total Day audience (6 am-Midnight) every day in Cleveland and its eight county area. Nielsen: March 1955)

Buy WERE and S

RED HOT!

WERE
CLEVELAND/OHIO

Richard M. Klaus, General Manager

Represented by:
Venard, Rintoul & McConnell, Inc.

SELL Cleveland!

to cover the
SAN FRANCISCO
Bay area...

. . . use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

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BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

OPEN MIKE

Accentuate the Positive

EDITOR:

Thanks for giving extracts of the fine talk made by Oliver Gramling of The Associated Press before a recent meeting of the Alabama Broadcasters Association. I think this was an excellent talk and it ought to inspire many people to think in a positive manner regarding the future of radio.

It has been my feeling that if broadcasters, that is, radio broadcasters, looked upon radio as a new medium, and television as something which has been here for thirty or more years, they might make a more positive approach to the job ahead.

I am happy to report that the first five months of 1955 show the largest billings for our station WTWA. The gain is a very healthy one and is an indication that our people in Thomson are on their toes. Listening is holding up very well in spite of the fact that there are a number of television stations that put strong signals into Thomson. . . .

Edgar Kobak
WTWA Thomson, Ga.

Invitation to Chaos

EDITOR:

May I add to the cheers fo: perforated showsheets? Now I can return my blades to the razor.

Would it be possible to add the editorial "Invitation to Chaos" and the accompanying cartoon [B•T, May 2] to the list of reprinted material available? I cannot understand how a person running for office would be in favor of a change which would give opportunity for more competition to their office, let alone comprehend how the advocates of this expect the broadcaster to keep his financial head above water.

James F. Vormelker
Syracuse, N. Y.

Long Runs for Operas

EDITOR:

Reference is made to the item appearing in your May 9 issue headed "Opera Theatre Return." . . .

We read that ". . . the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series."

As the originator and producer of *Festival of Opera* with well over 150 consecutive weeks of broadcasting over Mutual's New York station, WOR, I would like to point out that here is another important program featuring complete operas and with certainly a much longer run than 21 weeks.

Erberto Landi
Landi Adv. Co.
New York

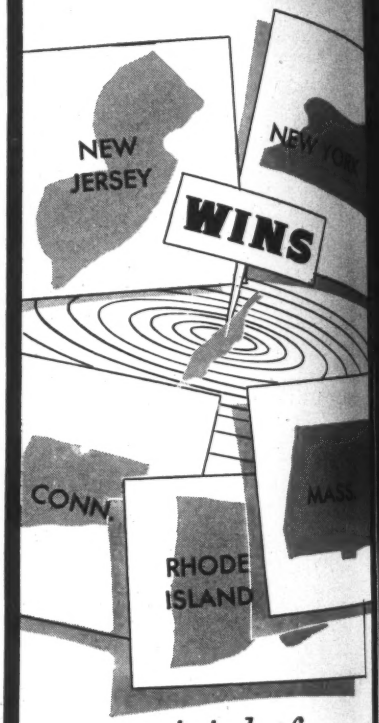
Newscast Carbons

EDITOR:

Your article on page 104, May 9 issue, entitled "CKLB's Carbon Copies" [of news announcements about local organizations and clubs which the station sends them for their scrapbooks], made us smile here. We've done that for months, only we go a step further. We realize that many of our clients never hear our news due to the fact that we are a daytimer and they are in a position where they have no radios. Hence, we send a carbon copy to any person whose name is mentioned in a news story.

Charles J. Ellis, President
KCHA Charles City, Iowa

to cover NOT ONLY the
NEW YORK
Metropolitan area...
...but...



a total of
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Radio homes day and night!

use one of America's **2**
GREAT *independents*

WINS
1010

50,000 watts... 24 hours a day

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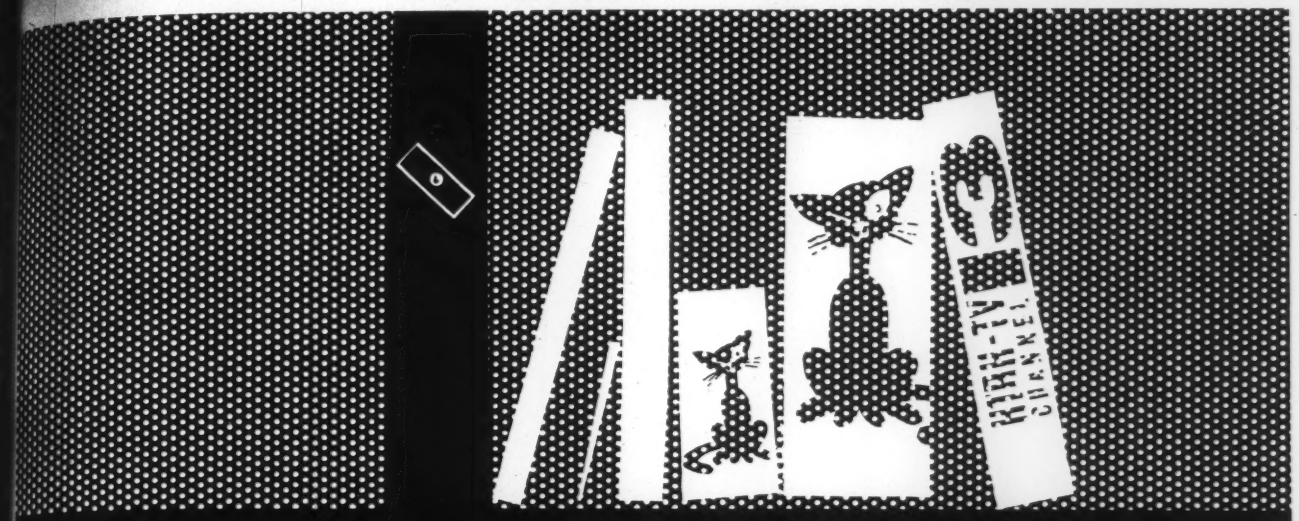


The cat in catalogue is I

CHECK YOUR CATALOGUE
on the double-billion dollar, two-station Houston market. The best buy is I.

A

B(lack)

C(at). Full schedule plus other net shows, top local artists, syndicated film, top power with 316,000 watts — all at lower rates. And we're all alone with local color programs — at least one half-hour show daily.

Log in this cat — as your best buy — KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

KTRK-TV The Chronicle Station, P. O. Box 12, Houston 1; Texas, Channel 13
Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

BLAIR-TV.

VIC DIEHM Says:

IN MY BOOK

WVDA

BOSTON
1260 KC
5000 WTS.

has the Gems in Radio . . .

"The Jim Pansullo Show" . . . a brand new early morning feature on WVDA is conducted by that jovial record spinner . . . Jim Pansullo, and we predict many a phenomenal sales record for the products advertised on his show. Jim opens the show at 6 AM, Monday through Saturday. 9 o'clock is closing time, and every minute of those three hours are packed full of good music, good selling and good will.

From one to six it's "A Guy Named Smith" every week-day afternoon over WVDA. Here is a disc jockey show handled by a well seasoned spinner. Joe packs a tremendous amount of entertainment and enthusiastic know-how into five hours. Joe is a former Chelsea, Massachusetts boy, with a wealth of experience and a wonderful record for product promotion.

The same high caliber of personalities here representing WVDA are typical of all stations under the masterful guidance of Vic Diehm.

Sherm Feller is one of the busiest, hardest working disc jockey's in the business. Sherm has the late stint on WVDA from 10:45 to 1:00 AM. Sherm's many accomplishments include his ability as a composer of music . . . he has several hits to his credit. The studio is packed to overflowing with his faithful admirers who range from newsboys to potentates. Sherm is a one man show packed with personality, entertainment and selling ability! If you have something to sell, Sherm will sell it.

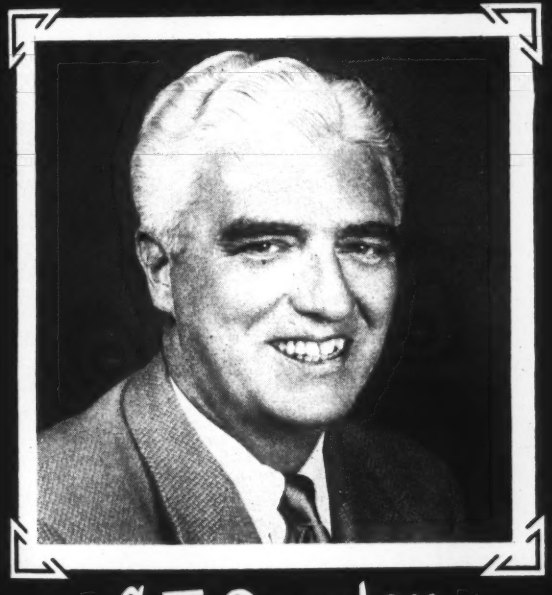
Cornelius T. Scanlon, City Editor of the Boston Evening American is the latest top talent member of WVDA's staff. "C. T." brings with him a wealth of news-gathering experience, both newspaper and radio. He has done across-the-boards news analysis on CBS and NBC affiliates here. Mr. Scanlon has a ready made audience valuable to any advertiser. Besides his newspaper and radio talents, he holds A.B. and LL.B. degrees, and is a member of the Massachusetts and Federal Bars.

WHOL Allentown, Pa. CBS **WAZL** Hazleton, Pa. NBC-MBS **WHLM** Bloomsburg, Pa. **WIDE** Biddeford-Saco, Me. MBS-Yankee **WVDA** Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Jim Pansullo

Joe Smith

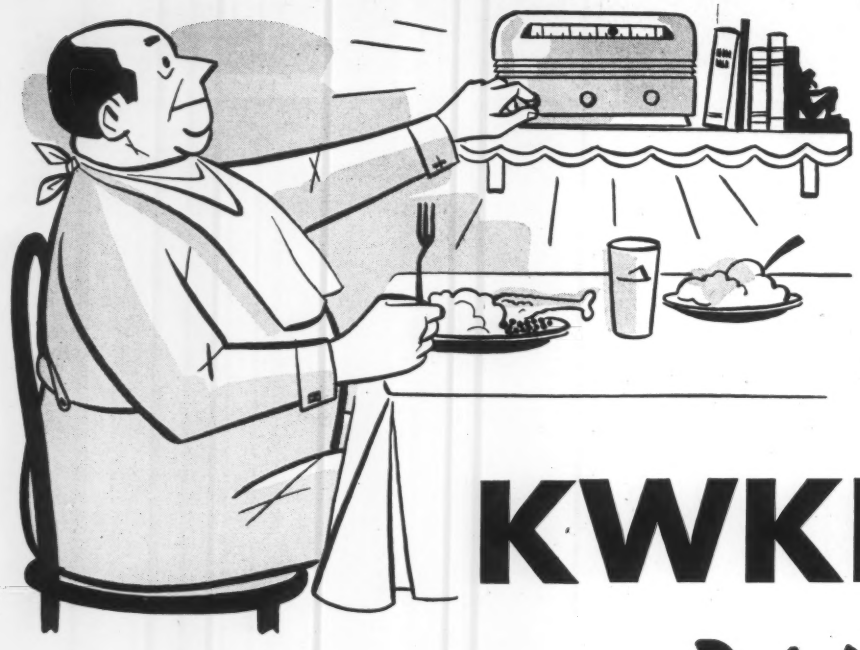


C. T. Scanlon

Sherm Feller

New Personalities
Easy Listening
Wonderful Music
Select Commentaries

. . . and Here are 4 that Sparkle Brightly!



KWKH (SHREVEPORT)

IS BIG NOISE IN *Belcher,* TOO!

KWKH's daytime SAMS area covers 80 counties . . . *hundreds* of towns and villages like *Belcher,* Louisiana (pop. 260). And oh, how we whet their appetites for KWKH programming!

Latest Hoopers show that KWKH is preferred over the second station in Metropolitan Shreveport—*morning, noon* and *night*—up to 104%!

In *listeners per dollar* KWKH outstrips the next-best Shreveport station by 89.4%. Get all the facts from The Branham Company.

Nearly **2 million** people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

June 6, 1955 Vol. 48, No. 23

TELEVISION INVESTIGATION: COUNSEL MAPS HIS TARGETS

Sidney Davis, who'll head Sen. Magnuson's probe of everything tv, submits master plan. Keystone: study of a new allocations system, perhaps squeezing three new vhf channels into the fm band. Study is apart from network-monopoly one to be undertaken by FCC.

A BROAD PLAN for investigation of television, tapping innermost aspects of network operations, affiliations, programming, talent, packaging and rates and—most important—allocations, has been submitted to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) by Sidney Davis, majority counsel to the committee, B•T learned authoritatively last week.

Keystone of the plan is an allocations study and the recommendation that an *ad hoc* (for this case alone) committee of engineers be named to reappraise existing allocations, with a view toward enlargement of the vhf spectrum to accommodate as many stations as possible. This phase, as a matter of fact, already has been activated, with requests made of the FCC, the major networks in tv, the Radio-Electronics-Television Mfrs. Assn. and the Ultra High Frequency Coordinating Council to designate engineers to undertake this technical study, under auspices of the committee.

Mr. Davis, young New York attorney who last March was induced by Chairman Magnuson to accept the majority counselship, has been exploring the television scene in Washington and New York intensively since he assumed office. He had been chief counsel of the Senate Judiciary Anti-Monopoly Subcommittee during the last Congress. He had planned to return to his lucrative New York law practice, but at the insistence of Sen. Magnuson took an additional nine-months' leave of absence.

The reallocation study by the *ad hoc* committee, while basic, nevertheless would constitute only one facet of the overall inquiry. Mr. Davis, it is reliably reported, proposes a study by an initial staff of eight professional members, six of them lawyers, an economist and an accountant, along with four non-professional clerks and typists. The scope of the inquiry would cut across the entire framework of network affiliate relations, dealings with advertisers and agencies, rates, discounts, program packaging, multiple ownership and, in fact, cover practically every question that has been raised regarding monopoly, or purported trends toward monopoly, in the television broadcast field.

The reallocation study, however, is regarded by Mr. Davis as the root of the problem. Before other drastic proposals are considered, he is represented as feeling that the committee owes it to the public and to the industry to ascertain whether there are possible alternatives that can be speedily applied, and without undue violence to existing operations.

The reallocations proposal, it was learned, is contained in a separate memorandum to Chairman Magnuson. The other proposals are advanced in a more voluminous document. The memoranda were submitted May 18—before the May 25 address of Sen. Magnuson to the NARTB convention in Washington.

The non-technical recommendations, it is understood, cover nearly a dozen sub-inquiries. No phase of network operations, including talent, programming or rate structures, would be left untouched. Separate staff members would be assigned to each phase.

The recommendations are totally apart from the network-monopoly study which would be undertaken by the FCC with a special fund earmarked of $80,000 already approved by the House and awaiting Senate action. Approval of the funds is regarded as assured.

Chairman Magnuson, in an informal address before the NARTB convention on May 25, emphasized that the committee would make a "study" rather than an investigation and that the industry would not be made a "whipping boy." He said hearings were expected to begin after Congress recesses late this summer.

That the committee intends to proceed with the engineering allocation phase is foreshadowed by the request made through counsel Davis for appointment of members to the *ad hoc* committee. This committee of perhaps six would represent a cross-section of the best informed engineers. The aim would be to bring about a more equitable distribution of vhf channels and increase their number to the point where sufficient vhf stations could be authorized for "a national and truly competitive system." It was held this would be the least costly to the public and result in minimum dislocations.

Implicit in the plan is minimum use of uhf facilities if the vhf re-evaluation works. Every plan looking toward salvation of uhf, Mr. Davis is said to believe, appeared to have serious handicaps and would involve such major dislocations as to place undue burdens upon the public. Hence, the new approach.

This project would involve: An engineering study to determine the feasibility of using the 88-108 mc band (the fm portion of the spectrum) for three additional vhf channels, leaving room for the existing 522 licensed fm stations on "in between" buffer channels.

Since there are only 12 channels in the present vhf band, the provision of three additional channels would pave the way for increasing the number of vhf stations by 25%.

The *ad hoc* committee would be called upon to devise appropriate channel separations in the fm portion of the spectrum to eliminate co-channel interference, thus possibly paving for assignments in excess of the 25% minimum.

The *ad hoc* committee also would work with the FCC in re-examining the present allocation tables incorporated in the sixth and final television report of 1952. Unused vhf assignments, including the 29 that have been turned back, could be incorporated in a new projected allocation table, according to this view, and the engineers could also upgrade the allocations

ROAD MAP FOR MAGNUSON'S TOUR THROUGH TELEVISION

Here are major points Sidney Davis (see cut), majority counsel, proposes Magnuson committee study during its full-scale tv probe.

- **Reallocation of the spectrum to create more vhf.**
- **Monopolistic trends throughout the tv industry.**
- **Control of programming and talent.**
- **Problems of independent program packagers.**
- **How time is sold and priced.**
- **Network affiliation practices.**
- **Multiple station ownership and its effect on competition.**
- **AT&T network charges.**

plan based on experience since the Sixth Report was invoked.

The committee also would consider re-assignment of channels under a more realistic plan. One such avenue, it was indicated, could be use of the "drop-in" technique and possible directionalization along both seaboards so that signals would not be dissipated over the oceans.

Finally, the Magnuson committee was told by Mr. Davis that if the *ad hoc* committee concluded that utilization of known techniques, plus the suggestions advanced, fell short of solving the overall problem of uhf alone, then it might consider proposals for selective de-intermixture.

Another reallocation plan going beyond the proposals suggested by Mr. Davis, but nevertheless paralleling it in some measure, had been proposed a fortnight ago by FCC Comr. Robert E. Lee in an address at the NARTB convention. His proposal, "designed to provoke study," was to move all tv into 47 vhf channels, moving fm and all non-broadcast services elsewhere. Comr. Lee and Mr. Davis had not conferred on their respective plans. Comr. Lee's, covering the range from 50 to 362 mc, was outlined in B•T's postconvention issue [page 72, May 30].

Networks and Balance

Mr. Davis reportedly recommends that the over-all network study begin with an investigation of the "economic impact" of networks on the balance of the television field, the economic justification for the fixed trade practices in the field, and network relations with advertising agencies, talent agencies, independent station licensees, affiliates and program packaging concerns.

The study, he suggests, should contrast the emerging tv patterns of doing business with the history of radio's development. The truth or falsity of allegations that two networks dominate television as to business affairs likewise should be explored, he proposes.

In this sphere, Mr. Davis is understood to suggest that the FCC be asked to supply germaine available material in its files. Last year, when the inquiry was under Republican auspices, the FCC declined to supply any information obtained "in confidence."

Mr. Davis is represented as believing that this phase of the study would entail the services of two experienced communications lawyers, an accountant and an economist. He also suggests that perhaps much of this information could be supplied by the FCC through the new investigation it proposes to conduct in the network-affiliate field.

"Restrictive trade practices" constitutes another area proposed for study. This would survey "monopolistic trends and tendencies" and trade practices which allegedly have grown up in the field and which would tend to limit competition and foster monopoly.

Among these would be such questions as: Do the networks control programming? If so, do they accomplish this by control of talent (actors, directors, writers, producers, etc.)? Do they control more talent than they can use? Have they suppressed some of this talent to keep it out of independent channels and competition? To what extent is programming available or not available to uhf? Do the networks make it difficult for uhf to get programming? Do they unreasonably discriminate against uhf?

Mr. Davis, here, is understood simply to pose questions tossed at him in conversations with those in the television field. He believes that several hundred people in various advertising agencies, talent agencies, performers and related fields, would have to be interviewed. Facts would have to be separated from gossip and conjecture. He reportedly estimates that at least two lawyers would be needed.

A projected "time study" would cover purported network control of prime time in top markets. Mr. Davis is understood to suggest that a study in this area would show whether tie-in sales (the alleged reluctance of networks to sell prime time unless the sponsor will accept a network package show) is practiced to any appreciable degree. One man would be assigned to this study.

The chief counsel also is represented as feeling that a study should be made of rate cards and the rate structures generally in the television field to ascertain whether there is support for allegations of price discounts which are discriminatory and tend to limit competition. One man would be assigned to this project.

In the independent packaging field, Mr. Davis reportedly advises Chairman Magnuson that there are indications that no independent packager can produce a new format or show without what amounts to network clearance and acquiescence. In many instances, he is said to have reported, the independents find themselves faced with relinquishing control and ownership of their shows, often to the extent of cutting in the networks for 50%. One man would be assigned to this project.

Another exploration would be in network affiliation practices. Mr. Davis, it is understood, reported there were charges that the networks tend to make tie-in arrangements with the larger multiple owners, thereby "excluding" other competition. Tie-ins between talent and affiliates also might be involved. He is said to feel the study should determine how far the networks have gone in making tie-in affiliations with such of their talent as own stations (e.g., Bob Hope with NBC [KOA-AM-TV Denver] and Gene Autry with CBS [KOOL-AM-TV Phoenix]). Here the question would be, in Mr. Davis' view, whether networks bind some talent to them through affiliation and whether they agree to eliminate possible competition from independent licensees against such talent ownership. One lawyer would be assigned this problem.

In the area of multiple ownership, *per se*, the Davis report is understood to recommend a study of patterns of purported concentration of control which may be emerging from the FCC's relaxation of rules. Are there being created economic alliances through friendly cooperation in networks which may foreclose competition of single-owner stations which might be denied network affiliation as against chain-owned stations? That would appear to be the main tack in this phase of the proposed inquiry.

The large multiple owners, according to the analysis, should be studied with a view to gathering evidence to determine whether they are adversely affecting independent single-ownership competition. Mr. Davis would raise the question whether it is easier for the multiple owner to get a network affiliation and, if so, how widespread is the practice and what are the consequences in terms of developing a nationwide competitive system; further, whether this development, if it exists, would threaten regional and grass roots ownership; whether regionally-owned stations are being forced to sell out to chains by threat of loss of network affiliation.

Also in this sphere would be the magnitude of multiple ownership and whether it is becoming the rule, the effect of such ownership on competition between stations and whether multiple owned stations are selling time as a unit or package for the entire chain with joint rates used; finally, whether multiple ownership results in cheaper rates and discounts. Possibly two men would be needed for this phase of the study.

Suggestion also is made that allegations of excessive cost of coaxial cable and microwave rates be studied, this as a separate project which would involve primarily AT&T and its associated Bell companies. One man would be assigned this at the outset.

A system of priorities would be set up, presumably with the allocations study the first phase and the programming, talent next in line. Additional manpower would be added as circumstances indicated. The suggestions for a staff of eight professional and four non-professional people was regarded by Mr. Davis as on a minimal basis.

Senator Magnuson's committee has a budget of $200,000 for investigations during the current sessions. Senator Magnuson previously had indicated that $100,000-$150,000 of this fund would be expended for the television-network study.

ABC-TV's new hour-long musical show which begins July 2 (9-10 p.m. EDT) and features Lawrence Welk and his Champaign Music will be co-sponsored by the Dodge Dealers and the Dodge Div. of Chrysler Corp. Witnessing Mr. Welk sign the pact are these top Dodge Div. executives (l to r): Robert C. Somerville, vice president in charge of sales; Jack W. Minor, director of advertising and merchandising, and W. C. Newberg, president.

CITRUS COMMISSION, S. C. JOHNSON SWELL B&B ACCOUNTS $4.8 MILLION

Florida group turns over $3.3 million account and wax company switches $1.5 million to Benton & Bowles. Bon Ami and five other firms report new agency appointments.

BENTON & BOWLES Inc. has been appointed by the Florida Citrus Commission to handle its approximately $3.3 million dollar radio-tv-magazine-newspaper account which had been held for the past five years by J. Walter Thompson, and also picked up the $1.5 million S. C. Johnson & Son (wax) account.

The appointments last week capped agency realignments that saw Bon Ami & Co. (cleanser), New York, after 11 years with BBDO, switch to William H. Weintraub Co.

In addition changes were made or about to be made by Charles Antell Inc., Colgate-Palmolive Co. for its new shampoo, John C. Breck Co., Bymart-Tintair Inc. and Eastco Inc.

About two dozen agencies returned Citrus Commission questionnaires indicating an interest in handling the account. Of these the commission invited six to make presentations in Florida. BBDO withdrew "due to a competitive situation." B&B, JWT, Dancer-Fitzgerald-Sample, Grant Adv., and Cunningham & Walsh displayed their ideas in what was termed by agencymen as a $150,000 two-day hearing.

The budget, based on the amount of fruit sold and which this year was $3.5 million, shows $1,875,000 for tv, $375,000 for radio, $650,000 for magazines, and $400,000 for newspapers. Radio and tv will be mostly in spots and station breaks and represents an increase in expenditures for television, a decrease in radio and newspapers, and about the same for magazine space.

The new budget probably means the end of the Commission's sponsorship of *Florida Calling* on 567 Mutual stations and the $750,000 *Twenty Questions* on ABC-TV.

B&B, which will pick up the account as soon as JWT's commitments are fulfilled—in about 90 days, held the account once before for seven years and then relinquished it to JWT in 1950.

Wax Accounts Split

S. C. Johnson & Son, Racine, appointed Benton & Bowles to handle the advertising budget of approximately $1.5 million of Johnsons' new wax polisher and scrubber, paste wax and Jubilee kitchen wax, all of which had been handled by Needham, Louis & Brorby, Chicago. The latter agency will continue to handle advertising for Glo-Coat, Pride furniture polish and all industrial and maintenance products. NL&B also will continue to handle the *Robert Montgomery Presents* show, which Johnson sponsors on alternate weeks on NBC-TV. Foote, Cone & Belding continues with all of Johnson's automotive products, plus Beautifier liquid cleaning and polishing wax.

Bon Ami, which has an advertising budget of approximately $750,000 and is a spot user, moves to Weintraub, New York, effective July 1. This is the third account the Weintraub agency has landed within the past month, the others being Chanel Inc. and Selcho & Richter (Scrabble and Parchesi).

Bon Ami was understood to have made its choice on the basis of Weintraub's success for Bab-O, a competitor, which the Weintraub agency serviced for approximately three years.

Although the plans for Bon Ami are still in the contemplative stage, a spokesman for the agency told B•T that radio and television will be used. In addition, the agency plans to put a good deal of the advertising budget of Selcho & Richter into television spots starting next fall.

Charles Antell Inc. appointed Product Services Inc. for its beauty division in addition to its other poducts. Details of an extensive national campaign in all media will be released within a month.

Colgate-Palmolive Co. has a new shampoo product, tentatively called Glance, which will be handled by Cunningham & Walsh, New York. Media plans are being worked out.

International Silver Co. appointed Young & Rubicam, which handles its other products, to supervise the budget for the firm's hotel division.

Bymart-Tintair named Kastor, Farrell, Chesley & Clifford, New York, to handle its Hair Magic shampoo hair coloring, in addition to the other products that agency has been servicing. Media plans for the new product are being completed.

Eastco Inc., White Plains, N. Y., serviced by Ruthrauff & Ryan, named Lennen & Newell, New York, for advertising on Clearsil, Clearsil medicated soap, Dr. Merrick's Scratchex, and new products to be developed under the company's plans for expansion. The firm has an advertising budget of a half million and is expected to continue using radio and television spots.

John C. Breck Co., Springfield, Mass., whose advertising has been handled by Charles Sheldon Inc. for the past 18 years, is understood to be looking over other agency presentations and is expected to make an announcement shortly. Firm is one of the oldest manufacturers of hair preparations on the market.

PARSONS Ammonia Co. has purchased a five-times a week schedule on WABC New York disc jockey programs calling for a 13-week series now and another 13-week block in the fall. L to r: Arthur Van Horn, WABC disc m.c., Philip C. Ingham, ammonia company president, and Martin Block, WABC disc m.c. The account is handled by Kiesewetter, Baker, Hagedorn & Smith, New York.

COMING UP

Advance Schedule
Of Network Color Shows

CBS-TV

June 9 (8:30-9:30 p.m.): *Shower of Stars,* "Musical Review," Chrysler Corp. through McCann-Erickson.

NBC-TV

June 6 (11 a.m.-12 noon): *Home,* pick-ups of U. S. Military Academy's pre-commencement activities.

June 7 (10-10:30 a.m.): President Eisenhower's address to the graduating class at West Point.

June 8 (11 a.m.-12 noon): *Home,* insert on fashion, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T.]

NBC-TV Time for Chevrolet

CHEVROLET Div. of General Motors has signed for sponsorship, either by itself or through Chevrolet dealers, of 13 Tuesday 8-9 p.m. periods on NBC-TV starting next fall and four others in the summer of 1956. The shows will be presented every third week, with either six or eight of the fall-winter series starring Bob Hope, two with Dinah Shore, and the others yet to be filled. In the Tuesday 8-9 period in interim weeks, RCA, Sunbeam Corp., and Whirlpool Corp., will present Milton Berle and Martha Raye alternately.

'OMNIBUS' SPONSORS PAID OVER HALF OF SHOW COST

Ford Foundation's annual report says its Workshop spent over a million dollars for the weekly, 90-minute show.

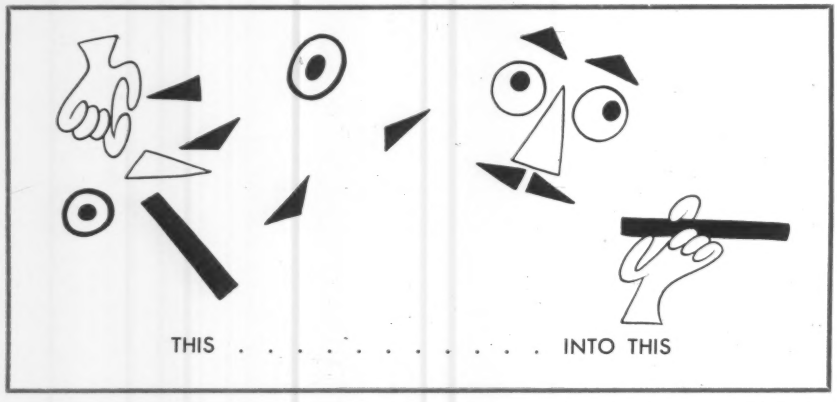
COMMERCIAL sponsors defrayed the cost of *Omnibus* on CBS-TV by more than half in the first nine months of 1954. The program is produced by the Tv-Radio Workshop, which is administered by the Ford Foundation.

The Workshop during this period received $508,125 from *Omnibus* advertisers, reducing the overall nine-months expenditure of $1,006,632 to $426,507.

Data on *Omnibus* was contained in the Foundation's report for 1954, released last week. The report covers only the first nine months because the Foundation's fiscal year has been changed to cover the 12 months from Oct. 1 to Sept. 30 instead of the calendar year.

In a statement on expenses, the Foundation's report noted that $1,637,602 for Workshop expenses, before deduction of income from sponsors, had been authorized but unexpended at the end of September.

The Foundation last year made available $7.5 million to The Fund for Adult Education (set up in 1951) to support activities until Jan. 1, 1957. As of Sept. 30, $2,165,000 was granted in 1954—$2,075,000 of this amount allocated for the construction of educational tv stations and development of programs for educational tv and radio. One of the approaches used in this fund was the establishment of an Educational Television & Radio Center at Ann Arbor,



PREVIEW

Abstract animation for a DeSoto commercial

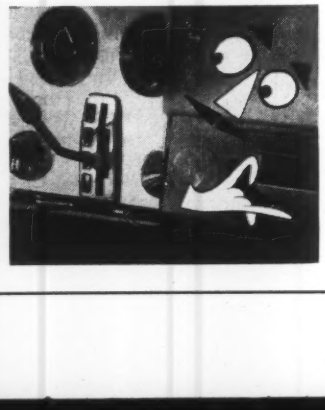
EVERY once in awhile, an advertising agency comes up with what it considers a humdinger of a commercial. BBDO has come up with such a one for DeSoto, which will burst upon the scene Thursday via NBC-TV's *You Bet Your Life.*

Responsible for the execution of this "something different" in tv film spots is Playhouse Pictures, Hollywood. Owned by Adrian Woolery, a former partner in United Productions of America with a background going back to Walt Disney Productions, PP came into being three years ago. Gathering men, who like him were experienced in animated film making and filled with the desire to make "entertaining" commercial spots, Mr. Woolery has chalked up assignments for Wildroot Cream Oil, Kellogg's corn flakes, Mars candy bars, Eversharp's Inka ink, Bondex paint, Coppertone Suntan Oil, Ideal dog food and other accounts.

This history of accomplishment has reached a peak, according to all concerned, in three one-minute PP-produced DeSoto commercials, the last one, in particular.

As to style, it is abstract fragmentary animation. After six weeks to secure a meeting of minds among BBDO, DeSoto Division of Chrysler Corp. and PP, another six weeks was spent completing the project.

The agency sent PP a full face of star Groucho Marx from which to work. PP started fiddling around with designs and came up with the abstract that was sent to and approved by BBDO in New York. A big problem at this stage was to get the abstract drawings to look like and please Groucho. BBDO then wrote the script and PP designed the business and action to fit it. After BBDO accepted the models, PP put them into animation and it went back to the agency to be put together with an original musical soundtrack.



The new commercial combines animation with live action shots of the new DeSoto line, and it opens with the stylized Groucho, whose eyebrows and cigar keep time as he sings:

"*New* DeSoto! The car that's built for beauty!
New DeSoto! Longer, lower—wider, too.
Smartest of the smart cars,
DeSoto is all new!
Smartest of the smart cars,
It's the car for you!
See DeSoto! It's stylish all the way!
Go drive the new DeSoto
At DeSoto-Plymouth dealers today!"

As Groucho sings, the camera moves in to a closeup of his glasses; his eyes fade out and the lenses reflect two images of a DeSoto Fireflite four-door; then switches to one frame of the spectacles, with the car practically filling the screen, and match dissolves to live car running along the highway. As the announcer describes the various special features of the DeSoto Fireflite they are illustrated in closeup, with occasional interruptions from Groucho who pops into the picture to emphasize some copy point.

Cost of the animated portion of the one-minute film spot—comprising 90 feet per one minute—figures out at $50 per foot.

And how important is this particular one-minute commercial?

Playhouse Pictures feels its aim to make tv film spots that will sell through their entertainment value is being satisfied. BBDO believes it has a quality commercial that is novel and entertaining, according to Harry Grey, head of the agency's tv film department in Hollywood. DeSoto, contingent upon the reaction and public acceptance of the fragmentary technique, may just decide to apply this same technique to the introduction of its new model and in future magazine and newspaper advertising.

Mich., for origination and production of program material.

Other activities of interest to radio-tv:

• A grant of $20,000 to the Assn. of the Bar of City of New York Fund Inc. for the production of an educational tv program (bar group had for six years produced *On Trial* on tv) "to help increase knowledge and understanding of important public questions."

• A grant of $33,850 to Syracuse U. for a survey of mass communications "needs and practices" in the Near East.

• A $500,000 grant, unpaid as of Sept. 30, 1954, to the Massachusetts Institute of Technology for the purpose of research on international communications.

• Some $11,894 was spent for a study committee on tv which completed its work in 1954. This group provided information and background on the medium for the Foundation's own use.

For the first nine months of 1954, the Foundation made grants totaling $49,438,558. Largest grants in education included $25 million to the Fund for the Advancement of Education and the $7.5 million to the Fund for Adult Education. The Foundation's assets at the end of September were reported to be $493,213,842. The more than $49 million in grants for the nine months compared with more than $60.5 million made for the entire year of 1953.

Heavy Radio-Tv Campaign Underway for Rheingold Beer

HEAVY Southern California radio and tv campaign for Rheingold beer, to continue through the summer months, has already started, Philip Liebmann, president of Rheingold Brewing Co., Los Angeles, told sales representatives during a sales meeting there.

Through Foote, Cone & Belding, Los Angeles, over 320 station-break spot announcements are scheduled monthly for the Los Angeles market alone, on KRCA (TV), KNXT (TV) and KABC-TV. Additionally, the weekly syndicated film, *Rheingold Theatre,* with Douglas Fairbanks Jr. as host, has been renewed on KRCA, KFMB-TV San Diego, and KMJ-TV Fresno, as has the weekly live bilingual half-hour KNXT *Fandango Rheingold,* aimed at Spanish-speaking audiences.

In radio, a total of over 2,000 station-break spot announcements and participations are scheduled, averaging over 300 regular spots and participations weekly in the Los Angeles market alone. Included are spots on Spanish, Negro and German programs.

Bait Ad Practices Draw Jail Sentences, Fines

STIFF jail sentences and fines were given a Lynwood, Calif., used car dealer and one of his salesmen, who were found guilty of fraudulent "bait-switch" tv advertising on a Hollywood station by a Los Angeles Municipal Court jury [B•T, May 23, *et seq.*].

Sentenced by Judge Byron J. Walter to 180 days in jail and a $1,000 fine on two California business and professional code violations was Jack Tankersley, owner of Farmer Jack's used car lot. Gene King, the salesman, received a 90-day sentence and a $500 fine. Additionally, Farmer Jack's, as a corporation, was assessed another $1,000 fine.

Messrs. Tankersley and King were both convicted of selling a 1953 Chevrolet, advertised on KCOP (TV) Hollywood on Jan. 30 for $999, to a Los Angeles Better Business Bureau shopper for $1,300. Only Mr. Tankersley and Farmer Jack's were found guilty of the second

count, the Feb. 6 sale of a 1951 Plymouth offered on KCOP for $699, at $1,045.

Calling the bait-switch practices "reprehensible from several aspects," Judge Walters commented that the evidence of "trickery and deception" was "overwhelming."

Meanwhile, the Municipal Court trial of Cal Worthington Motors, Huntington Park, on similar charges, the result of a campaign against alleged false tv advertising practices by Los Angeles police and the Better Business Bureau, was postponed until June 15.

Fidler Misrepresented Show, Advertiser Charges in Suit

RETURN of a $2,750 advance payment on a 13-week tv program has been asked of Jimmy Fidler, former KCOP (TV) Hollywood movie commentator and newspaper columnist, in a suit filed in Los Angeles Superior Court.

Ernest A. Henriques, Southern California distributor of Hi-Pro Products (protein reducing preparation), Hollywood, charged Mr. Fidler with misrepresenting his former KCOP program and with several other contract breaches.

Through attorney William Sarnoff, Mr. Henriques alleged that Mr. Fidler had promised a national tv campaign for the product, although KCOP is a local independent station and the movie commentator had no plans for national syndication; that Mr. Fidler promoted a rival product, E-Z Off E-Z On, in which he purportedly has a personal interest, on the same KCOP program; and that after three telecasts, only approximately 10 orders for Hi-Pro had been received.

KCOP canceled the Fidler program on May 27 for lack of advertisers, station spokesmen stated.

Lady Esther Sets $160,000, 20-Market Spot Radio Drive

LADY ESTHER Div. of Zonite Products Corp. will launch a $160,000 spot radio campaign on about 25 stations in 20 markets June 13, it was reported last week by its agency, Dancer-Fitzgerald-Sample.

The campaign will run nine weeks and consist of one-minute announcements and chain breaks, according to Harry C. Pick, the agency's media director. The firm recently concluded a tv spot campaign on about 20 stations.

At the same time Mr. Pick denied the implication in published reports that D-F-S may have sought rate discounts from certain Philadelphia radio stations in a request for availabilities. He described the incident as a "misunderstanding."

'Leading Cities' Monitoring Proposed in New Hooper Plan

A NEW tv and radio monitoring service covering a number of "leading cities across the country" and presenting "compilations of spot activity as well as network commercials" will be announced in detail this week, James L. Knipe, president of C. E. Hooper Inc., said Thursday.

Mr. Knipe said the reports will show "competitive use and strategies as revealed by the time purchases of advertisers" in radio-tv on a market-by-market basis. Cooperating with the Hooper firm will be the American Research Bureau (which has a working agreement with C. E. Hooper Inc.) and Broadcast Advertisers Reports.

It was understood that the new service possibly will include some of the basic material that was to be furnished by "Hoopereports on Tv Commercials," which before the death of C. E. Hooper last December was to be issued quarterly. That report surveyed tv commercials, with which the Hooper firm had then declared the advertiser could apply known cost figures per commercials to compute the cost per 1,000 area homes watching per commercial second [AT DEADLINE, Dec. 6, 1954]. After Mr. Hooper's death, the plan was shelved [CLOSED CIRCUIT, Feb. 7] in preparation for a reorganization of plans and the subsequent ARB-Hooper working pact.

All-Star Game on Mutual

MUTUAL will broadcast the All-Star baseball game under the sponsorship of Gillette Safety Razor Co., Boston, on July 12, starting at 3:15 p.m. EDT. It will be the 12th consecutive year that the classic has been presented on Mutual. Agency for Gillette is Maxon Inc., Detroit.

American Viscose Sets Tv Promotion for Avisco

AMERICAN Viscose Corp. will place the biggest advertising and promotional campaign in its history behind a drive to make the name Avisco (fabrics) a quality symbol. Television and print advertising will be used, starting in September.

The campaign, announced by Vice President Harry L. Dalton, has been developed by the company and its agency, N. W. Ayer & Son, Philadelphia.

Quality programs previously sponsored with manufacturers of carpets, sheets, apparel and other products will be maintained and extended to other fields. To join in these programs, which include the use of the Avisco name and "integrity tag," manufacturers will be required to certify that their products meet established standards as specified by Avisco.

LATEST RATINGS

ARB

Top ten network tv programs—May 1-7

	Program & Network	Rating
1.	I Love Lucy (CBS)	47.9
2.	Toast of the Town (CBS)	45.3
3.	You Bet Your Life (NBC)	41.8
4.	I've Got a Secret (CBS)	37.4
5.	This Is Your Life (NBC)	37.3
6.	Stage Show—Dorsey Brothers (CBS)	36.5
7.	Person to Person (CBS)	35.5
8.	Two for the Money (CBS)	35.2
9.	Jack Benny (CBS)	34.9
10.	Ford Theatre (NBC)	34.4

	Program & Station	Viewers (000)
1.	Toast of the Town (CBS)	45,000
2.	I Love Lucy (CBS)	42,750
3.	You Bet Your Life (NBC)	34,240
4.	Jack Benny (CBS)	33,050
5.	Stage Show—Dorsey Brothers (CBS)	31,910
6.	Disneyland (ABC)	30,890
7.	Your Hit Parade (NBC)	30,190
8.	I've Got a Secret (CBS)	29,060
9.	Two for the Money (CBS)	28,190
10.	Ford Theatre (NBC)	27,950

Copyright 1955 by the American Research Bureau

NIELSEN

Top 10 Radio Programs
Two Weeks Ending April 23
NIELSEN-RATING

Rank	Program	Homes (000)
	Evening, Once-a-Week (Average for all programs)	(1,055)
1.	Amos 'n' Andy (CBS)	2,706
2.	People Are Funny (Paper Mate) (NBC)	2,614
3.	Lux Radio Theatre (NBC)	2,568
4.	Jack Benny Show (CBS)	2,431
5.	Dragnet (NBC)	2,293
6.	You Bet Your Life (NBC)	2,064
7.	People Are Funny (Toni) (NBC)	2,018
8.	Our Miss Brooks (Amer. Home) (CBS)	1,880
9.	FBI in Peace and War (CBS)	1,743
10.	Gunsmoke (CBS)	1,743
	Evening, Multi-Weekly (Average for all programs)	(1,009)
1.	One Man's Family (NBC)	1,789
2.	News of the World (NBC)	1,743
3.	Amos 'n' Andy (CBS)	1,559
	Weekday (Average for all programs)	(1,422)
1.	Guiding Light (CBS)	2,476
2.	Young Dr. Malone (CBS)	2,385
3.	Our Gal, Sunday (Participating) (CBS)	2,385
4.	Ma Perkins (CBS)	2,385
5.	Helen Trent (Amer. Home) (CBS)	2,385
6.	Our Gal, Sunday (Amer. Home) (CBS)	2,247
7.	Perry Mason (CBS)	2,247
8.	This Is Nora Drake (B. Myers) (CBS)	2,201
9.	Helen Trent (Participating) (CBS)	2,201
10.	Second Mrs. Burton (CBS)	2,155
	Day, Sunday (Average for all programs)	(459)
1.	Adventures of Rin Tin Tin (MBS)	1,101
2.	Old Fashioned Revival Hour (ABC)	917
3.	Symphonette	825
	Day, Saturday (Average for all persons)	(734)
1.	Gunsmoke (CBS)	1,789
2.	Robert Q. Lewis (Milner) (CBS)	1,422
3.	Larry Lesueur (12:00) (CBS)	1,192

Copyright 1955 by A. C. Nielsen Co.

PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

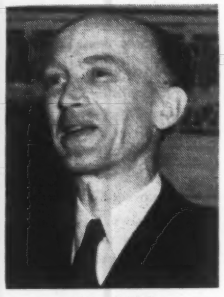
	Rating Apr.	Mar.
Jackie Gleason (CBS)	46.7	45.4
Toast of the Town (CBS)	41.2	41.8
Groucho Marx (NBC)	40.5	40.0
Dragnet (NBC)	40.4	40.2
I Love Lucy (CBS)	38.7	27.4
George Gobel (NBC)	35.3	34.7
Jack Benny (CBS)	35.0	30.8
Milton Berle (NBC)	33.7	
This Is Your Life (NBC)	32.4	
Disneyland (ABC)	32.3	31.7
Two for the Money (CBS)	31.5	30.9
Producer's Showcase (NBC)	29.8	44.1
December Bride (CBS)	29.6	
Ford Theatre (NBC)	29.5	29.6
Our Miss Brooks (CBS)	29.2	28.7
Godfrey's Talent Scouts (CBS)	28.8	
Burns & Allen (CBS)	28.0	
I've Got a Secret (CBS)	27.9	27.7
Your Hit Parade (NBC)	27.8	27.4
Robert Montgomery (NBC)	27.7	30.7

Top Ten Regularly Scheduled Multi-Weekly Tv Shows

	Rating Apr.	Mar.
Howdy Doody (NBC)	16.1	16.1
Perry Como (CBS)	15.4	14.3
Dinah Shore (NBC)	15.3	15.7
News Caravan (NBC)	15.1	16.1
Eddie Fisher (NBC)	14.6	15.3
Search for Tomorrow (CBS)	14.4	13.7
Pinky Lee (NBC)	14.2	14.3
Guiding Light (CBS)	13.6	12.9
CBS News (CBS)	13.4	12.8
Love of Life (CBS)	13.1	12.8

Gale Retires From GM Posts As V. P., Advertising Director

SAMUEL C. GALE, General Mills Inc. vice president and director of advertising has announced his retirement from those posts but has agreed to be a GM advertising consultant. James S. Fish, GM assistant director of advertising, has been named to succeed Mr. Gale effective June 1.



MR. GALE

Mr. Gale has been with General Mills and its predecessor, Washburn Crosby Co., since 1921. Mr. Fish has been with the firm, except for military service, since 1938, and has been assistant director of advertising since January 1954.

Firm Claims Law of Extremes Rules Tv Commercials' Effect

A LAW of extremes seems to govern the "effectiveness" of tv commercials, according to Schwerin Research Corp., New York. In its May *Bulletin,* the company said at one extreme of effectiveness is the area of "demonstration and proof" and on the other top end is the "emotional field, employing mood, allusion and allied devices."

As an example of how a product becomes more desirable with heightened exaggeration, Schwerin drew this hypothetical case history:

The commercial copy had the point to make that children's sneakers (the product) are comfortably light. The commercial showed a boy running faster than another boy. Then the exaggeration was stepped up, showing the boy running faster than a sprinter, then a jackrabbit then faster than sound. Each subsequent commercial received greater interest, or as Schwerin reports: "As the degree of exaggeration was heightened in . . . [the] . . . commercials, the percentage of children wanting this make of shoes was increased; and when the boy was shown traveling faster than sound, the commercial proved most effective of all."

Kodak Set to Sponsor 'Directors Playhouse'

EASTMAN KODAK Co., through J. Walter Thompson Co., is set to sponsor *Screen Directors Playhouse,* new half-hour tv film series to be produced by Hal Roach Studios in association with the Screen Directors Guild. The program will start next October on NBC-TV in the 8-8:30 p.m. time slot, replacing the current *Kodak Request Performance,* according to James E. McGhee, firm's vice president in charge of sales and advertising.

Screen Directors Playhouse, including dramatic, travel, musical, western and comedy programs, many of which will be filmed in color, will draw from the entire SDG membership of 450 directors, President George Sidney announced.

Chicago Agency to Disband, 2 Officials to Richards Adv.

WALLACE-FERRY-HANLEY Co., which has operated in Chicago since 1943, will close its doors June 30, it was announced last week by L. T. Wallace, president and director of the agency.

Mr. Wallace said that he will later join Fletcher D. Richards Inc. on a consultant and advisory basis, headquartered in Chicago.

In addition, it was announced that L. H. Ploetz, vice president and secretary of Wallace-Ferry-Hanley, will also go to the Chicago staff of Fletcher D. Richards as an account executive July 1.

Radio-Tv Gets $400,000 In Glass Container Promotion

ABOUT a third of an approximate $1.2 million advertising campaign urging the use of glass bottles and jars is allocated to radio and tv by Glass Containers Mfrs. Institute Inc., New York.

According to Robert B. Shirey, account executive, Kenyon & Eckhardt, New York, agency handling account, the institute has purchased a 13-week participation schedule on NBC-TV's *Home* show and plans use of radio-tv spots on local stations in a number of major markets. First of the drive has started in Washington with bottled milk being promoted on WMAL-AM-TV and WTOP-AM-TV there.

Maier Joins Crook Agency

HENRY W. MAIER Jr., account executive with CBS Radio Spot Sales in New York, has been named marketing director of Crook Adv., Dallas, effective July 5, James P. Anderson, the agency's executive vice president, announced last week.

Mr. Maier was advertising manager for International Milling Co. before joining CBS Radio Spot Sales three years ago, serving subsequently as manager of its offices at Memphis and Atlanta.

Agencyman S. K. Evans Dies

S. KEITH EVANS, 79, vice president and account executive of Wortman, Barton & Spohn, New York advertising agency, died last Tuesday from injuries suffered in an automobile accident near Westport, Conn. Mr. Evans was one of the founders of the Advertising Men's League, predecessor of the Advertising Club of New York, of which he had been a member for more than 48 years, and also was a leader in the formation of the Assn. of New York Advertising Agents, which later became a unit of the American Assn. of Advertising Agencies.

(A&A continues on page 42)

Tv Networks' Jan.-April Gross Up 35%; Offsets Radio Drop

A RISE of more than $34.6 million in gross tv time sales of the radio-tv networks for the first four months of this year dwarfed the approximate $7.2 million decline in gross radio time sales for the same three networks.

According to Publishers Information Bureau's data, the three radio-tv networks—ABC, CBS and NBC—each has been grossing many more tv dollars in 1955 than the concurrent losses in radio.

ABC-TV in January through April picked up more than $4 million over last year's four-month period; CBS-TV more than $19 million, and NBC-TV more than $11.6 million. In radio, the fall-off for the period was about $1 million for ABC, $4 million for CBS and $2.2 million for NBC. Mutual declined some $2 million in gross billings and DuMont, which has been slowly cutting its network operation, had its gross billings reduced more than half to $2,412,195. On an April-to-April comparison, DuMont again had its gross billings more than halved.

Total gross billings of the radio networks up to April this year was $42,153,922 compared to $51,652,729 that time last year, while tv gross billings totaled $132,018,673 through April of this year compared to last year's four-month period total of $99,555,185.

Network figures—1954 and 1955—compiled by PIB for both radio and tv for April as well as the first four months are listed in the accompanying table.

Network Radio

	April, 1955	April, 1954	Jan.-Apr. 1955	Jan.-Apr. 1954
ABC*	$2,096,355	$ 2,367,636	$ 9,417,160	$10,457,574
CBS	3,837,124	5,044,943	16,363,119	20,416,980
MBS	1,357,157	1,891,998	5,466,662	7,607,336
NBC	2,624,671	2,962,839	10,906,981	13,170,839
Total	$9,915,307	$12,267,416	$42,153,922	$51,652,729

Network Television

ABC	$ 3,527,558	$ 2,554,484	$ 14,619,874	$10,478,129
CBS	15,463,359	10,921,640	62,026,122	42,980,081
DuMont	462,335	1,068,374	2,412,195	4,827,665
NBC	13,266,053	10,802,535	52,960,482	41,269,310
Total	$32,719,305	$25,347,033	$132,018,673	$99,555,185

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect.

Network Radio Totals to Date

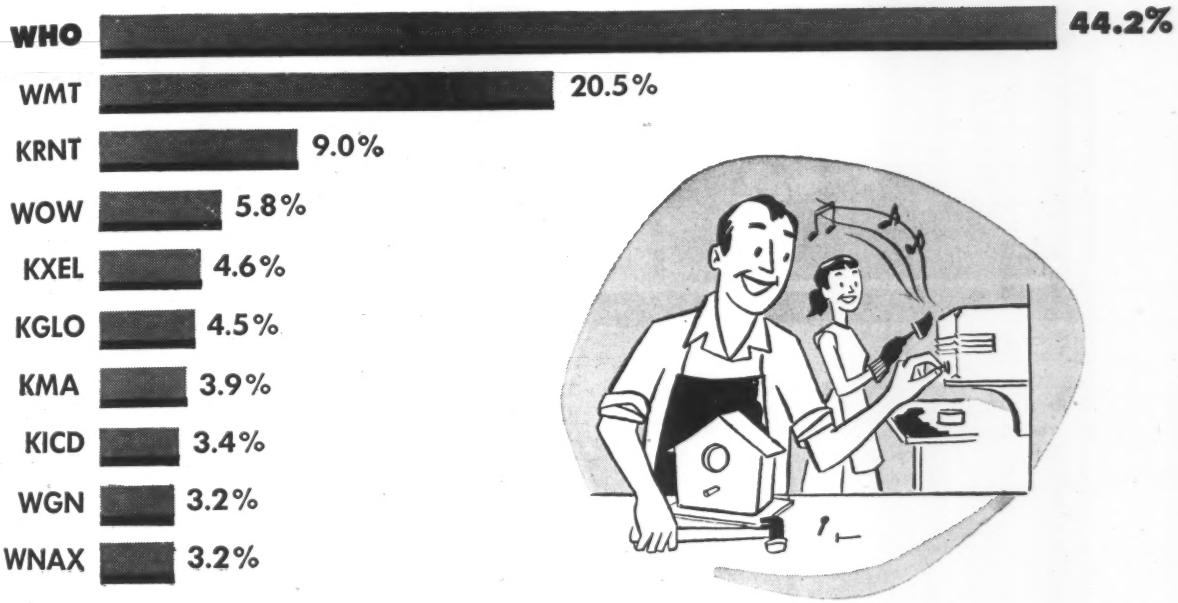
	ABC	CBS	MBS	NBC	Total
Jan.	$2,487,140	$ 4,181,787	$1,372,532	$ 2,744,204	$10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar.	2,445,765	**4,393,441	1,445,035	2,953,486	**11,237,727
Apr.	2,096,355	3,837,124	1,357,157	2,624,671	9,915,307
Total	$9,417,160	$16,363,119	$5,466,662	$10,906,981	$42,153,922

Network Television Totals to Date

	ABC	CBS	DuMont	NBC	Total
Jan.	$ 3,718,195	$15,831,141	$ 723,960	$13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	**34,574,039
Apr.	3,527,558	15,463,359	462,335	13,266,053	32,719,305
Total	$14,619,874	$62,026,122	$2,412,195	$52,960,482	$132,018,673

** Revised as of 6/2/55.

WHO IS IOWA'S FAVORITE RADIO STATION FOR NIGHTTIME LISTENING!



THE figures above are an excerpt from the 1954 Iowa Radio-Television Audience Survey — one of the advertising industry's best-known and most widely-accepted audience studies.

The 1954 Survey *proves,* for the 17th straight year, the effectiveness of top-notch broadcasting facilities, outstanding programming, deeply conscientious Public Service, energetic audience promotion. WHO *believes* in radio, and the Iowa audience *believes in WHO . . .*

Ask Free & Peters, or write us, for your complimentary copy of the 1954 Survey. It will help you in your understanding of this entire area.

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

"The Little Rascals," the fastest audience-grabber on film, is now available on a participating basis on Monday, Thursday and Friday (6:00-6:30 p.m.) on Channel 5. Offered subject to prior sale. Further details from The Katz Agency, our national representatives.

greater Nashville watches channel 5

the CBS station for 62 Tennessee and Kentucky counties — a billion dollar market reached only by Nashville's highest towered, maximum powered station. Channel 5's signal gets home to at least 43,000 more families than any other national tv station.

WLAC-TV

100,000 watts • channel 5
CBS Basic Affiliate
Nashville, Tenn.

For availabilities, check our national reps, The Katz Agency.

TV, TRAFFIC AND SALES

A DEPARTMENT STORE FINDS THE FIRST BUILDS THE OTHER TWO

IS TELEVISION a good advertising medium for department stores? Can tv produce store traffic and sales at a sales-to-advertising ratio comparable to newspapers or radio?

To get some factual answers to those realistic questions, H. P. Wasson & Co., one of three leading department stores in Indianapolis, and ch. 4 WTTV (TV) Bloomington, Ind., which serves the Indianapolis area, mapped out a test spot campaign of ten 60-second spots a week, to promote a newly-established toy department and fifth floor youth center.

The spots were placed around two NBC-TV morning shows, *Ding Dong School* and *Home*. The *Ding Dong School* spots advertised toys and children's clothing; the *Home* spots were for household items, appliances, garden equipment and the like. The test began March 14, with a 20-inch trainer bicycle as one of the first featured items. Hundreds were sold in the first few weeks of the campaign.

Bunnies Move Over

With Easter approaching, Wasson and WTTV wanted something different from the traditional bunnies all the other stores were featuring. The answer was to keep the bunny, but to add two new traffic-pulling features that only WTTV could provide and only Wassons display. These were two of the station's favorite juvenile attractions—cartoonist Les Satherthwaite and cowboy "Uncle Bob" Hardy—who agreed to come to Wassons on the two Saturdays before Easter to entertain and sign autographs for any admirers who came in to see them.

Invitations were issued by the stars on their WTTV programs, by the store in its weekend newspaper ads and through windows decorated with large pictures of Les and Uncle Bob. The kids were told they'd get autographed pictures, free candy, balloons and rides on the merry-go-round. The station prepared 3,000 pictures; the store ordered 2,000 balloons and bushels of candy; Les brought his drawing board and pencils; Uncle Bob got his saddle shined and provided an ample supply of blank cartridges for his six-shooter.

By 10 a.m. of the first Saturday more than 500 people had ridden the escalators to Wasson's fifth floor. Mrs. McCoy, an experienced toy buyer, knew what to expect and ordered 5,000 more balloons. The pictures soon were given out—and Les' hand nearly did, from drawing a picture for *each* child who came to see him. Uncle Bob punctuated his western stories with shots from his gun and between these and the bursting balloons the fifth floor personnel went home with battle fatigue at the end of the day.

When it was all over, store officials estimated that 20,000 persons had visited the fifth floor during the day. The heaviest traffic was on the escalators, indicating that the crowd was shopping the entire store. The lunchroom served 900 hamburgers.

The next Saturday (April 9) was the same and more. The store offered 100 of Uncle Bob's Western Clothes Corrals (clothes hangers for youngsters) to the first children to visit him; the supply was gone before the store had been open 20 minutes. The lunchroom offered a special "Les and Uncle Bob" lunch (hamburger sandwich, mashed potato and ice cream soda) and served more than 700 of them. The manager reported the two Saturdays as the "two biggest days in the lunchroom's history."

What does this promotion prove? Why is it important? After careful analysis, here are some of the conclusions reached by Wasson and WTTV:

First, that television can help the downtown department stores meet the challenge of the suburban shopping centers by bringing foot traffic into the downtown area. Tape-recorded interviews made by WTTV revealed that most of the people made special trips to Wasson's to see these television personalities.

Second, that tv introduced the department store to an area market. The recorded interviews determined that approximately 20,000 people had come from outside Indianapolis. Thus, a store need not depend entirely on the big city market, but can appeal to people from the whole area served by the television station.

Third, that a tv promotion can produce sales. The toy department made one-half of its anticipated month's sales the first day, and other sections on the fifth floor tripled their day's quota. There was a marked increase in the entire store's sales for these two days.

Another result, which probably made no contribution to the sales record of the two tv Saturdays but which gave Wasson's executives considerable personal satisfaction, was seeing executives and shoppers from competing stores in Wasson's both Saturdays.

Summing it up, Walter Wolf, president of H. P. Wasson & Co., said: "These were two of the finest days of the 50 years of Wasson's history."

Already, WTTV and Wasson's have gotten together to try to plan even bigger and better promotions for the future, with the test tv campaign scheduled to continue for 10 months.

"UNCLE BOB" HARDY AND FANS

STEVE DONOVAN W

the grea ew

0's

NWESTERN MARSHAL

grea ew two-fisted TV Western Series

0's the competition in its Premiere Showing

The very first telecast of STEVE DONOVAN, WESTERN MARSHAL in Seattle-Tacoma drew a smashing 18.8 rating versus the competition of "Where Were You" (17.0), "I Led Three Lives" (11.0), and "Beulah" (2.8), in the 7:00-7:30 PM time period.* And this is just the first round.

STEVE DONOVAN, WESTERN MARSHAL is the brand-new . . . all-new . . . two-fisted Western. Each of the 39 half-hour episodes is packed full of action entertainment. Filmed under the supervision of veteran Western TV producer Jack Chertok, this series offers top quality production for viewers and advertisers alike.

STEVE DONOVAN, WESTERN MARSHAL delivers double-action impact — not only on television but also at the point of sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

Westerns rack up an average 30.0 Nielsen rating — 24% higher than the ranking average of all evening programs.** And Pulse ratings list six out of the top ten syndicated shows as Westerns.***

Now here is STEVE DONOVAN, WESTERN MARSHAL to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product — all wrapped up in a single potent NBC FILM DIVISION package.

Get STEVE DONOVAN, WESTERN MARSHAL on your side in the battle for sales in your markets. Don't delay — your market may be snapped up soon. Write, wire or phone now.

*ARB, April, 1955 **Nielsen, 2nd Report—February, 1955 ***Pulse—February, 1955 Multimarket

NBC FILM DIVISION

serving all sponsors

serving all stations

30 Rockefeller Plaza, New York 20, N. Y.

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal

ROAD SHOW FOR SPOT TV

THE DIRECT APPROACH employed by evangelist Billy Graham in the furtherance of religion is proving to be equally effective in selling one of the most recent social forces —television.

Much in the manner that Mr. Graham attracts prospective converts to a large meeting hall and attempts to convince them to become believers, a CBS Television Spot Sales emissary is preaching to key executives of advertising agencies and advertisers throughout the country at breakfast and luncheon sessions and attempting to "convert" them to spot television. He is believed to be the only such representative of a tv spot sales group to be engaged in such a mission.

The one-man "evangelist" for CBS Television Spot Sales is Jack Mohler, director of sales development for the unit (see cut). In the past three months he has visited more than a half-dozen of the largest cities in the country and has preached, in this order: television, spot television and CBS Television Spot Sales to breakfast meetings, luncheon sessions and individual agency and advertiser conferences. Mr. Mohler is at the beck and call of anyone who is interested in listening to the CBS Television Spot Sales presentation, "The Best Spot in All Advertising."

After three months of effort, CBS Television Spot Sales is convinced that Mr. Mohler's Messianic zeal is beginning to reap rewards. Clark B. George, national sales manager of the unit, told B•T that it is still too early to pinpoint the results of this crusade, but reported that several advertisers, never before in spot tv, have swung to the medium and many more have evinced interest. He believes that a significant progress report will be available by the fall when the cumulative effect of Mr. Mohler's mass presentations, in-person follow-ups to prospects and supporting mailing pieces should exert influence.

The reasons why CBS Television Spot Sales decided on this personal missionary approach are varied. It wanted to tell the decision-making agency and advertiser executives that spot television is not expensive; can be easy to buy, and can provide highly satisfactory sales results. CBS Television Spot Sales was convinced that many advertisers did not understand the medium and therefore shied away from using it.

Three months ago Mr. George decided to take action. He felt that all advertising was entering a more competitive era and the time was ripe to tell the story of spot television. The blueprint of the presentation was mapped out by Messrs. George, Mohler and Don Foley, sales promotion manager of CBS Television Spot Sales.

Once the presentation was completed, the next step was to make certain that people would listen to it. CBS Television Spot Sales hit upon the by-no-means-novel notion of inviting executives to luncheon and breakfast meetings by telegram, and has found this method most efficacious.

Mr. Mohler gives an easel presentation separately to agencymen and advertisers, either at breakfast or at luncheon. It also is available in brochure form. Mr. Mohler uses his late afternoons in a particular city to talk on spot tv in the offices of agencies or advertisers.

The presentation designed for the mass meetings leads with a tribute to television as a whole, calling it the greatest medium of mass communications and mass selling. It drives home these points: television is already in 32.5 million homes and will be in 37.5 million homes (3 out of every four) by the end of 1955; there are six times as many tv sets as the paid circulation of the biggest magazine; the average tv family in 1954 spent 4 hours 42 minutes a day watching tv; in 1955 manufacturers and retailers will invest more than a billion dollars in television advertising.

Once this magnitude of television is established, the presentation shifts to spot television, asserting that only spot tv "permits you to use all of television's selling power in the precise way that fits the specific requirements of your sales problem." It lists these advantages of spot television for the advertiser: selection of market and number of markets desired (no wasted circulation); pick of stations within each market with "the best signal, best coverage, biggest audience and lowest cost per thousand"; devising of the campaign with a view to sales strategy with choice of spot announcements or a specific program; selection of the right time to reach prospects; decision on the intensity of the campaign in each market; decision on the size of the budget.

After making this case for spot television, the presentation goes on to a specific "pitch" for CBS Tv Spot Sales.

Once Mr. Mohler returns to New York, he works up follow-up campaigns with leaflets and brochures for the wined-and-dined executives. For those clients who have been particularly indoctrinated on the value of spot tv, Mr. Mohler, in conjunction with Mr. Foley, prepares a specially tailored presentation outlining the job that CBS Television Spot Sales can accomplish for them.

Mr. George views this one-man spot tv crusade, supported by activities of CBS Television Spot Sales personnel in branch offices and New York headquarters, as a continuing effort. He estimates that Mr. Mohler has rhapsodised on "The Best Spot in All Advertising" to about 40 invited executives and will not have completed the target list of 10 largest cities until this summer. Plans are to maintain this project through 1956 and 1957.

Though Mr. George realizes that the presentation is a basic spot television sales presentation, he believes that CBS Television Spot Sales will "get its rightful share of the business" and, in turn, help the stations it represents. These are: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV (TV) Charlotte, WXIX (TV) Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, KNXT (TV) Los Angeles, WBTW (TV) Florence, S. C., and WMBR-TV Jacksonville, Fla.

TALK TO THE MAN ON THE STREET

Lady time buyers command the most attention with this method, which requires total recall, and you meet such interesting people. Obvious hazard: You meet few farmers on Madison Avenue.

RUB SHOULDERS WITH PEOPLE IN ALL WALKS

Excellent for Brooks-Brothers type, especially if he can talk Common Man's Language. Drawbacks: All walks lead to Grand Central, where few Iowans commute; dandruff.

ASK THE LITTLE WOMAN

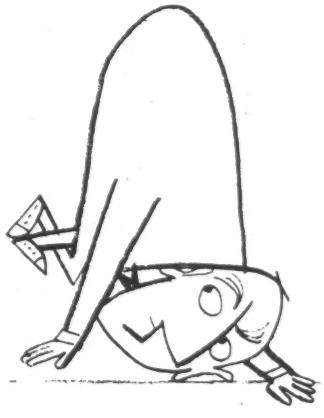
Fairly limited application; incidence of Ex-Eastern Iowa wives among advertising fraternity low (higher in California). Good, though, far as it goes. Station loyalties long-lived.

GUIDE TO SURVEYS

for independent time buyers who do their own sampling

ASK A CAB DRIVER

(No good for rainy weather. No cabs.) Take Route 30 west for 987 miles—hang the expense! We know where you can get your bent ear straightened on arrival (and your straight elbow bent).



EAR-to-GROUND METHOD

Good for listening to Indians on warpath but can lead to complications. *Acute otitis media* may result from exposure to rich Iowa soil. You want corn growing out of your ear?

LET-PULSE-DO-IT-AFTER-ALL METHOD

Pulse reports that WMT (mail address Cedar Rapids, 600 kc, CBS, national rep Katz) has more listeners in its 33 county primary area than all other radio stations in the area combined.

A STATION AND A COLLEGE GET TOGETHER TO MAKE IT BETTER

By William J. Green

JOE WILSON had been working late in his cellar shop, and as he walked into the kitchen to catch a light snack before bed, his eye caught the green electric clock on the wall.

Eleven o'clock—time for the late local news.

Joe flipped on the radio and settled back in the kitchen chair to enjoy a sandwich and to catch up on what had happened in his town over the past few hours.

Four minutes later, Joe snapped the radio off. Hadn't he read all that stuff in the evening paper? How could they call it "news" when it had already been in the paper?

Joe isn't an unusual case; in fact, he is so typical of an American public which today demands its news to be fresh, and not merely a rehash of what the local papers print, that his views bear consideration by every station in the country.

To their credit, most stations recognize this problem. Unfortunately, many are at a loss as to what to do about it. As all of us realize, covering local news "on-the-spot" costs more money for reporters than most stations can afford and there's nothing they can do about the situation.

But one station manager *has* done something about it, and is now presenting the people of his audience with a real late evening local news show that scoops the newspapers on most of its news. This manager, Richard A. Clark of WRUN Utica-Rome, N. Y., has found a solution to this problem, and what's more, he has done it without costing the station a cent.

What Mr. Clark did was to grant the request of a journalism instructor from Utica College to let his students cover stories for WRUN. Before he knew it, Mr. Clark had a bonanza on his hands, with the entire advanced newswriting class of Prof. Raymond Simon working for him one and two nights a week. These embyro reporters cover the news, write their own stories, edit their own news show, and provide WRUN with a good news coverage of Utica and the surrounding area. The end result has been an up-to-the-minute local newscast that is as ably done as if the reporters had been hired by the station instead of given the favor of working there.

What's more, the students quickly erased the main doubts that Mr. Clark had about the success of the plan. Concerned over trusting news gathering to a group of "mere college sophomores," he soon found that they not only could do it, but that they could do it well. Now in its third year—second at the station after a trial year of phoning in the stories from the college—this program could hold the key to better news coverage for the entire industry.

"I've found," says Dick Clark, "that trained college journalism students working under the proper supervision can handle a local radio news show and give us coverage we could not possibly afford otherwise."

Note that he speaks of adequate supervision and trained students. That's one key to the set-up, for the system which Prof. Simon has in operation at WRUN is dependent upon these two factors. Before entering this course in reporting, each fledgling reporter has had at least one previous newswriting class at the college. That means that he is ready to handle most of the stories that may break. If anything particularly tough comes up, where a case of libel may be in question, Mr. Simon steps in to catch the trouble spot.

Another key to the success of the program is the organizational system of operation arranged by Mr. Simon. When the class of about 20 meets at the studio at 6:45 each Wednesday night, two students are selected as editors for the night. The rest are reporters.

The editors, along with their professor, stay at the station taking phone calls, checking the wire service, the two-way radio, and rewriting any newspaper stories that are to be used, including all new information. Meanwhile, the reporters, already given assignments, are out covering the city from one end to the other in pursuit of news.

"One reason I selected Wednesday night for the class was because it seems to be a favorite night for important meetings," Prof. Simon admits. "I particularly wanted the students to learn how to cover Common Council, town board and board of education meetings. Most of these occur on Wednesday in our area."

Add to this the usual and unusual happenings that find their way to the police blotter and two nearby State Police substations and you've got a sure-fire formula for a good news show. Stories that break early are brought back to the Utica offices of the station, where the student reporters write the news for radio presentation. Late stories are phoned in to the editors who take the information and write the stories themselves. Prof. Simon makes a final check of all copy before it is given to the announcer.

To what lengths these apprentice journalists will go for a story was demonstrated by the student who scooped local reporters on a story about two girl stowaways on an Air Force plane. Learning that one of the girls had been sent to a local hospital, he wangled an interview and got an "exclusive" that was picked up not only by the local newspapers but by The Associated Press as well.

Cases like that are unusual, of course. The students are much more likely to be hunting up a local angle to a statewide or national story.

Possibly the nicest compliment the "WRUN experiment" has received comes from Utica's tv station, WKTV (TV). Three of Mr. Simon's advance students are now employed on a part-time basis at WKTV. Each night of the week, including Sunday, one of them handles the news of the tv station from 7 to 11 p.m.

Obviously, the story is not all in favor of the station. The students also benefit. As one Utica College journalism major put it: "It's a lot better to be writing about something that really happened, than to take some facts out of a book and try to make a story out of them."

Both parties are equally satisfied: The young journalists are given an opportunity to gain "real experience" and the station gets a show that is chock full of the type of local news the Joe Wilsons of the country are looking for.

THE AUTHOR is a former student of Utica College of Syracuse U., New York, and now is on active duty with the U.S. Army in the Far East. His description of the arrangement for student work on WRUN Utica, and later on WKTV (TV) there, shows how a station solved the problem of blanket local coverage without a large salary outlay for professional newsmen.

KCMC-TV Dominates the ARK-LA-TEX with Power & Programs!

On the air 110 hours per week with Maximum Power

the only full power station between Memphis & Dallas . . . nearly 500 miles!

An amazing area story of Power . . . Programs . . . Mail . . . Promotion . . . Circulation and cost-per-thousand in a Billion-Dollar Market area

Tops in Texarkana-Shreveport and the ARK-LA-TEX

KCMC-TV

Represented by **VENARD, RINTOUL & McCONNELL**

WALTER M. WINDSOR, *General Manager*

(A&A continues from page 32)

Weddell to West Coast

WILLIAM WEDDELL, vice president in charge of broadcasting at Leo Burnett Co., Chicago, is transferring the base of his operations to the agency's west coast office in Hollywood. He told B•T last week he will maintain his home on the coast and work on film, color tv and other activities for Burnett's servicing office there but commute regularly to Chicago and other points.

In AT DEADLINE May 30 Mr. Weddell was inadvertently reported to be slated for a west coast berth with J. Walter Thompson Co. The Burnett agency plans other personnel changes later this summer, it was reported.

NETWORK NEW BUSINESS

International Cellucotton Products Co. (Kleenex), Chicago, will sponsor *Midwestern Hayride* on NBC-TV (Fri., 8-8:30 p.m. EDT), starting July 8. Agency: Foote, Cone & Belding, Chicago.

Reynolds Metals Co., Richmond, Va., will sponsor *Do-It-Yourself* hobby show on NBC-TV (Sun., 7:30-8 p.m. EDT) for 13 weeks, starting June 26, and will occupy time period to be vacated by *Mr. Peepers* June 12. Agencies: Clinton E. Frank, Chicago, and Buchanan Co., N. Y.

Ideal Toy Corp., N. Y., will sponsor first quarter-hour segment of Sunday *Winky Dink and You* program (CBS-TV, 12 noon-12:30 p.m. EST), starting Sept. 26. Agency: Grey Adv., N. Y.

Elgin National Watch Co., Elgin, Ill., signs for alternate-week sponsorship of *Person to Person* on CBS-TV (Fri., 10:30-11 p.m.), effective Sept. 2. Agency: Young & Rubicam, N. Y. Other sponsors are American Oil Co., Baltimore, in East and Hamm Brewing Co., St. Paul, Minn., in West.

Whitehall Pharmacal Co., N. Y., will sponsor *Name That Tune* on CBS-TV (Tues., 7:30-8 p.m. EST), effective Sept. 27. *Tune* has been sold to CBS-TV by Ashley Steiner Agency, N. Y. Whitehall agencies: Sullivan, Stauffer, Colwell & Bayles and Biow-Beirn-Toigo, both N. Y.

NETWORK RENEWALS

Associated Products Inc. (Five Day deodorant pads) renews alternate-week sponsorship of *Tony Martin Show,* starting Sept. 5, on NBC-TV (Mon., 7:30-7:45 p.m. EDT). Webster-Chicago Corp. (Webcor record players, tape recorders) signs for alternate-week for fall series. Agency for Associated: Grey Adv., N. Y.; Webster-Chicago: John W. Shaw Adv., Chicago.

Gospel Broadcasting Assn., Pasadena, Calif., renews *The Old-Fashioned Revival Hour* (Sun., 4-5 p.m. EDT) on 280 ABC Radio stations, starting June 12. Agency: R. H. Alber Co., L. A.

AGENCY APPOINTMENTS

Stauffer System and **Stauffer Home Plan,** L. A., name Foote, Cone & Belding, same city.

O'Keefe & Merritt Co. (gas ranges, washer-dryers), L. A., appoints Hixson & Jorgensen Inc., same city. Tyler MacDonald is account supervisor, with Jane Collins and Paul Keye assistant account executives.

Plymouth Dealers of Southern Calif. (organization of 100 Plymouth dealers), names Stromberger, LaVene, McKenzie, L. A. T. L. Stromberger is account supervisor; A. Hays Busch, account executive.

GERRY STEVENS (r), president of Gerry Stevens Inc., New Haven (Firestone dealer), contracts for his firm's 10th consecutive year of sponsorship of the 7:45 a.m. news over WELI there, with Edwin Schweitzer, commercial manager of the station.

Ciba Pharmaceutical Products, Summit, N. J., has appointed J. Walter Thompson, N. Y.

Dubuque Packing Co. (packaged, canned, frozen foods), Dubuque, Iowa, has appointed Perrin-Paus, N. Y. Tye Robinson is account executive. Radio-tv planned.

National Paint & Varnish Co., L. A., appoints Caples Co., same city. Emil Reisman is account executive. Tv is planned.

Modern Faucet Mfg. Co., L. A., for new detergent spray dishwashing brush names Hal Stebbins Inc. there. Tv spot announcement campaign in Southern California and midwestern market will start in August. Robert Laws is account supervisor.

L. A. Metropolitan Buick Dealers name Dan B. Miner Co., same city. Continuing campaign of approximately 400 radio spots monthly being used on 12 L. A. area stations.

Waring Products Corp. (appliances), N. Y., subsidiary of Dynamics Corp. of America, names Anderson & Cairns, N. Y., effective June 15.

Cohn-Hall-Marx Co., N. Y., appoints Franklin Bruck Adv. Corp., N. Y., for Con-Tact self-adhesive plastic covering.

AGENCY SHORTS

Geer, DuBois & Co., N. Y., moves to 40 E. 49th St.; telephone: Plaza 8-1835.

L. C. Fitzgerald Inc., Providence, R. I., has moved to 228 Weybosset St.; telephone remains Gaspee 1-6760.

Applestein, Levinstein & Golnick Adv., Baltimore, has absorbed accounts of Berle Adv., same city, and Gustav Berle moves to former agency in executive and creative capacity.

Mullins-Earl, Hollywood, formed by Tom Mullins, former vice president and general manager, Irwin-Los Angeles Inc., and Warren Earl, promotion-advertising manager, KCOP (TV) Hollywood. Offices: 1606 Cahuenga Blvd.; telephone: Hollywood 7-9003.

John T. Lyons Inc., 52d & City Line Ave., Bala Cynwyd, Pa., near Phila., established by Mr. Lyons, former advertising and sales promotion manager, Philco Distributors Inc., and Arthur A. Shaw, president, Dyco Institute of Tested Selling, now division of agency. Telephone: Mohawk 4-5550.

Rippey, Henderson, Kostka & Co., Denver, will move to new and larger quarters in penthouse, Sherman Plaza Apartment Bldg., Aug. 1.

Phillips-Ramsey Co., San Diego, Calif., partnership of W. L. Phillips and Charles C. Ramsey, has been incorporated.

Lynn-Fieldhouse Adv. Agency, Wilkes-Barre, Pa., becomes The Lynn Organization with retirement of Lindley S. Fieldhouse, partner. New agency, owned by S. C. B. Lynn, retains all accounts and personnel. **Donald A. Smith** formerly with Benton & Bowles, N. Y., to Lynn as creative director and account executive; **William P. McLaughlin** appointed media director; **Frank Vnuk** named comptroller.

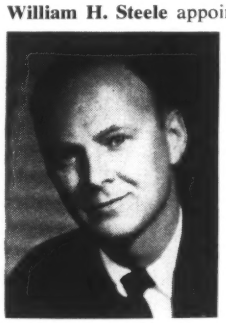
A&A PEOPLE

Howard A. Stone, vice president, appointed president, Daniel Starch & Staff, Mamaroneck, N. Y., succeeding **Dr. Daniel Starch,** who becomes chairman of board.

Norman D. Waters elected president, Norman D. Waters & Assoc., N. Y.; **Bliss Woodward,** secretary, elected vice president; **Louis Landesman,** general manager and assistant treasurer, elected treasurer; **Elaine L. Waters,** assistant secretary, elected secretary; **Murray Platte,** media director, appointed general manager.

Gerald P. Deppe, former account executive, Krupnick & Assoc., St. Louis, appointed executive vice president, account executive and service director, Weintraub & Assoc., same city.

William H. Steele appointed vice president and account executive, Foote, Cone & Belding, N. Y.; **Clyde E. Rapp** named president.



MR. STEELE

Mowry Lowe, formerly general manager, WEAN Providence, R. I., to Bo Bernstein & Co., same city, as vice president in charge of radio-tv.

Buckingham Gunn, formerly radio-tv supervisor, Foote, Cone & Belding, Chicago, appointed vice president and radio-tv director, Clinton E. Frank Inc., same city.

Joseph C. Lieb, Biow-Beirn-Toigo, N. Y., named vice president and account supervisor.

Le Grand L. Redfield, vice president and partner, Picard, Marvin & Redfield, N. Y., to Hilton & Riggio, N. Y., as vice president.

Harold O. Hayes, senior account executive, Fuller & Smith & Ross, Chicago, appointed vice president.

John J. Schneider, with Biow-Beirn-Toigo since 1953, elected vice president and account supervisor.

John H. Hosch, vice president and account executive, J. Walter Thompson Co., N. Y., since 1937, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and account executive.

CONTRACTS for sponsorship of the U. of Wisconsin football games on WIBA Madison, Wis., are signed for their respective firms by (l to r): seated, A. C. Breuch, Pennsylvania Oil Co. president, and Robert C. Tensfeldt, vice president of the Stoppenbach Sausage Co., Jefferson, Wis. The agreement calls for airing of games from Sept. 24 through Nov. 19 on the station, which is carrying the games for the 30th year. Standing (l to r): W. J. Chapin, WIBA sales staff; David Wilson Jr., Pennsylvania Oil Co. secretary-treasurer; Fred Gage, WIBA sportscaster; John Bauch, Stoppenbach secretary-treasurer; Howard Johnson, WIBA business manager, and Kenneth F. Schmitt, WIBA station manager.

John H. Suttner appointed vice president, copy dept., Christiansen Adv. Agency, Chicago; **Martin Fritz,** formerly with J. Walter Thompson Co., N. Y., named media director; **Pat Bird** named timebuyer.

Edward J. O'Malley appointed vice president and account executive, Schram Adv. Co., Chicago.

Donald J. Kelly, advertising director, American Express Co., N. Y., appointed assistant vice president.

John W. Haley, advertising manager and public relations director, Narragansett Brewing Co., Cranston, R. I., elected to board of directors.

John R. Allen, radio-tv manager for program and commercial production, Lever Bros., N. Y., to media dept., Tatham-Laird Inc., Chicago, as radio-tv program director.

Alex M. Victor, formerly with Western Adv. Agency, L. A., appointed radio-tv director and account executive, Francis D. Gonda Co., same city.

Toni Pearson assumes radio-tv director responsibilities, Larrabee Assoc., Washington, for **Jean Senter,** on temporary leave of absence until September.

Jean C. Smith, assistant production manager and media director, George H. Gibson Co., N. Y., to W. H. Hunt & Assoc. Inc., Hollywood, as media director.

Martha Dickinson, assistant account executive, Ruthrauff & Ryan, L. A., to Ramsey, Brown & Co., Hollywood, as media and traffic director.

Harry A. Egbert, creative coordinator and radio-tv director, Lavenson Bureau of Adv. Inc., Phila., named media and merchandising director.

Bernard C. Schramm Jr., production manager and media assistant, Applestein, Levinstein & Golnick Adv., Baltimore, appointed media director.

Laurence O. Pratt, vice president and account executive and supervisor, BBDO, New York, has retired from agency to become consultant in advertising and public relations with office in Dover, Mass.

Henry S. Bokhof, formerly vice president, Foote, Cone & Belding, Chicago, to Tatham-Laird Inc., same city, as group copy director.

Robert C. Pearson, formerly owner, Pearson Adv. Co., Pittsburgh, to VanSant, Dugdale & Co., Baltimore, as copy supervisor.

Mabel G. Ritchie appointed advertising director, Morris B. Sachs Inc. (clothier), Chicago.

Paul A. Danielson Jr., research director, *Better Living* magazine, N. Y., appointed research director, Harold Cabot & Co., Boston.

Margaret E. Williams, Music Corp. of America, N. Y., to radio-tv dept., N. W. Ayer & Son, N. Y., as film supervisor.

T. Jack Henry, formerly vice president in charge of Detroit office, N. W. Ayer & Son, appointed assistant general sales manager of advertising sales promotion and training, Mercury Div., Ford Motor Co., Dearborn, Mich.

Lawrence Wechsler, production manager, Bureau of Advertising, American Newspaper Publishers Assn., to Helena Rubenstein Inc., N. Y., as cooperative advertising manager.

Mary Thomas to research dept., Waldie & Briggs Inc., Chicago, as statistical operations supervisor.

Herman Harney, farm field director, KFAB Omaha, appointed agricultural research director, Ayres, Swanson & Assoc., Lincoln, Nebr.

Lester C. Sentz, wholesale salesman, south central sales district, Miller Brewing Co., Milwaukee, promoted to point-of-sale supervisor of firm.

Charles R. Tanton, formerly executive vice president, French & Preston, N. Y., to McCann-Erickson, N. Y., as assistant marketing director.

Dave Murray, formerly program director, WENS (TV) Pittsburgh, named assistant advertising manager, Duquesne Brewing Co., Pittsburgh.

Jim Bishop, president, Jim Bishop & Assocs., L. A., buys all stock in firm held by **Doug Daley,** vice president.

Douglas Meservey, formerly account executive, J. Walter Thompson Co., L. A., to Young & Rubicam, S. F., in same capacity.

A. G. McDaniel, formerly account executive, WBAP-TV Ft. Worth, Tex., to Glenn Adv. Inc., Ft. Worth office, as account executive.

Ben Brown, former advertising and publicity director, Holstein-Friesian Assn. of America, Brattleboro, Vt., and **Craighton Knau,** former farm service director, WBAY-AM-TV Green Bay, Wis., appointed regional account executives, farm account group, Gardner Adv. Co., St. Louis.

Robert E. Franklin, formerly account operations and creative director, T. W. Moss (sales promotion), Detroit, to account service staff, McCann-Erickson, Cleveland; **Maclin R. Milner,** formerly with D. P. Brother & Co., Detroit, to M-E, Cleveland, account staff.

Don R. Cunningham, formerly with Stockton, West, Burkhart Inc., Cincinnati, and **Thomas F. Maschler** to account management staff, Earle Ludgin & Co., Chicago.

Maximilian Hodder, account executive, American Adv. Agency, L. A., to Empire Adv., Hollywood, in similar position.

Robert M. Stevens, general advertising manager, Servel Inc. (large appliances), Evansville, Ind., to McCann-Erickson, Cleveland, as account executive; **Lee Wardrip,** formerly with Ross Roy, Detroit, to M-E Cleveland office as sales promotion and display manager.

Michael Altomari, formerly with Albright Assoc., N. Y., to S. Duane Lyon, N. Y., as account executive.

Donald Anderson, formerly brand advertising manager, Colgate-Palmolive Co., Jersey City, N. J., to J. Walter Thompson, N. Y., as account representative.

Thomas G. Petrie to Kenyon & Eckhardt, Chicago, as account coordinator.

Sue Ward Seward, formerly with WFLA-TV Tampa, Fla., to tv dept., Fuchs, Zemp & Celander Inc., St. Petersburg, Fla.

William S. Legler, former senior writer, Ruthrauff & Ryan Inc., N. Y., to Erwin, Wasey & Co. Ltd., L. A., as copywriter.

Carter Corner, formerly with Foote, Cone & Belding, N. Y., to creative staff, Compton Adv., N. Y.

Willis Davis, formerly with Wilding Pictures Inc., Chicago, to tv-radio dept., Needham, Louis & Brorby, Chicago, as tv art visualizer.

DISNEY SIX-MONTH GROSS SHOWS $5.5 MILLION RISE

Tv film expansion cited by Roy Disney in submitting report.

WALT DISNEY PRODUCTIONS and domestic subsidiaries, for the six months ending April 2, earned a consolidated net profit of $430,048, equal to 66 cents per share on the 652,840 shares of common stock outstanding, as compared with $283,662, or 43 cents per share, in the corresponding period last year, President Roy O. Disney reported to stockholders. Gross income for the period totaled $9,876,175, an increase of $5,544,348 over the $4,331,827 reported during the same period a year ago, he said. Of the current total gross income, $8,379,694 has reportedly accrued from tv and motion pictures.

In discussing ABC-TV *Disneyland* and upcoming ABC-TV *Mickey Mouse Theatre*, Mr. Disney declared tv "has proved to be a powerful factor in the exploitation and marketing of our motion pictures. Tv is growing everywhere and we anticipate its increasing importance to us, not only at home but throughout the world."

It was announced that Walt Disney Productions, which controls approximately 65% and holds $500,000 in stock in Disneyland amusement center, will increase its investment by an additional $1,250,000. American Broadcasting-Paramount Theatres, which owns approximately 34% of Disneyland Inc., will reportedly invest an additional $650,000 in the project.

Official's Sales Drive Passes $2.5 Million Mark

SALES CAMPAIGN by Official Films Inc., New York, in the U. S., England and Canada has resulted in gross sales exceeding $2.5 million over the past 30 days, it has been announced by Herb Jaffe, executive vice president.

Mr. Jaffe said this figure includes the national sale of *Robin Hood* to Johnson & Johnson and Wildroot for telecasting over CBS-TV in September, plus other transactions involving *My Little Margie, The Stu Erwin Show, Overseas Adventure, The Star and The Story, Secret File, U.S.A.* and *This Is Your Music*. Additionally, Mr. Jaffe said, Official has completed negotiations for bringing *Robin Hood, Colonel March* and *My Hero* to the British market over the commercial channels in London, Birmingham and Manchester, and also is in the final stages of a Canadian sale of *Robin Hood*.

Meanwhile, Harold Hackett, president of Official Films, announced that the company has completed arrangements for producing a new 39 episode, half-hour tv films series titled *Sir Henry Morgan*. It will be produced in cooperation with Independent Television Programs Ltd., London, starting in October.

Tv's Produce

TELEVISION apparently can help sell even such products as packaged potatoes, tomatoes and oranges. MCA-TV film syndication has reported that the Fadler Produce Co., Springfield, Mo., sponsored MCA-TV's *Counterpoint* film series on KYTV (TV) Springfield for 13 weeks. The company wrote MCA-TV that in comparison with average sales over the corresponding period of 1954, sales of package potatoes jumped 468.9%; tomatoes, 63.8% and oranges, 129.1%.

VISITING writers from New York, who attended the New Orleans press premiere of UM&M's syndicated film series, *Official Files, N.O.P.D.* (New Orleans Police Dept.), met the following series principals (l to r): Stacey Harris, series star; C. J. Mabry, president of Motion Pictures Advertising, UM&M associate; Frank Phares, *N.O.P.D.* producer; Bob Brown, series actor; detective Louis Sirgo of the New Orleans Police Dept., who plays second lead, and Charles M. Amory, UM&M president.

NBC Film Div. Expands; Names Four to New Posts

AS PART of expansion plans at the NBC Film Div., Jake Keever, national sales manager, announced the creation of four new administrative posts in the sales department and the election of four division salesmen to fill them.

The promotions include those of William P. Breen to southeastern sales supervisor; Robert R. Rodgers to New York City sales supervisor; John F. Tobin to northeastern sales supervisor, and Edward A. Montanus to central sales supervisor.

Mr. Breen has been with the division as a salesman for the past two years. Mr. Rodgers joined NBC as a writer in the press department in 1949, later served as an NBC Spot Sales representative for two years and became film division salesman in 1953. Mr. Tobin was on the sales staff of KFI-TV and KHJ-TV, both in Los Angeles, before he joined the division's western sales force in 1953. Mr. Montanus was appointed to the division's central sales staff in 1953 and previously had been advertising manager of the Bryant Machine & Engineering Co., Chicago.

Five Account Executives Added to TPA Sales Staff

APPOINTMENT of five new account executives to the staff of Television Programs of America was announced last week by Michael M. Sillerman, TPA executive vice president. The TPA sales staff now totals 38 men, including the five new men and Leon Bernard, who joined TPA a fortnight ago as midwestern division manager.

The five new account executives and their sales areas are: Jack Burnback, who resigned from MCA-TV and was account executive for CBS Radio sales and Ziv before that, who will serve the Pacific Northwest; James Gates, who was with Ziv radio and WIDE Biddeford, Me. (New England); Murray King, formerly producer-director of *Adventures of Blinkey* and head of his own production firm (Cleveland area); Donald Menard, resigned as sales manager of WENS (TV) Pittsburgh and before that with KDKA-TV Pittsburgh (Detroit area), and Barry Winton, who was formerly the orchestra leader at New York's Rainbow Room and also an account executive with Official Films for the past two years (Richmond, Va., area).

NTA PROPOSES TO OFFER 312,500 COMMON SHARES

Film distributing firm will sell at $5 a share. New issue will probably reach the market early in June.

NATIONAL TELEFILM ASSOC. proposes to offer 312,500 shares of common stock for public sale for estimated net proceeds of $1,260,000. The capital, according to NTA, distributor of motion picture feature films and special film series to tv stations, will permit the company to take steps toward improving its financial position.

As outlined by NTA, these steps encompass "substantially more favorable" financing arrangements in acquiring film distribution rights; subsequent and "important" reductions in financial charges; payment with part of the proceeds of a factor's loan; addition of the balance to NTA's working capital as well as creating funds for purposes of (1) acquisition of distribution rights, (2) retirement of film acquisition loans and (3) for repurchase of lenders' participation in the gross proceeds of related films.

In a statement filed with the Securities & Exchange Commission, registering the shares which NTA proposed to be sold at $5 a share, NTA pointed out that upon completion of the offering, there will be 650,000 shares of common outstanding. Underwriter of the issue is Charles Plohn & Co., member of the New York and American Stock exchanges. The new issue is expected to reach the market early in June.

Only recently NTA acquired two feature film packages, obtaining in April exclusive tv distribution rights to seven motion pictures produced by Sir Alexander Korda's London Film Studios and in May, 26 feature films produced by the J. Arthur Rank Organization. It also has seven-year rights to "The Fallen Idol," prize-winning British motion picture acquired from Tv Finance Corp. of Switzerland.

NTA also is backing National Affiliated Television Stations Inc. in association with General Electric Co. NATS was formed with the intention of helping both uhf and vhf tv stations with management, sales programing and financial problems. Some 700 hours of film from NTA's library has been turned over to NATS

the biggest daytime coverage in Texas

Express-News ...atio

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

Ask FREE & PETERS, Inc. for details.

...AND LOCALLY

Highlights of Local Sales

(Six weeks ending May 20, 1955)

27 5-minute newscasts per week

8 15-minute newscasts per week

5 15-minute daytime serials per week

2 half-hour musical programs per week

85 announcements per week

all the above are long-term contracts!

This fine sales record reflects local advertisers' high regard for KENS' sales effectiveness.

WITH THIS contract-signing, 26 J. Arthur Rank Productions' films are acquired by National Telefilm Assoc. for tv film syndication in the U. S. Concluding the agreement are Robert Benjamin (l), president of J. Arthur Rank Productions, and Oliver Unger, executive vice president of NTA. The films, some of which bear release dates as recent as 1953, are part of NTA's "Fabulous Forty" film package.

in addition to other material. Ely A. Landau, NTA's president, is executive vice president of NATS, and NTA's Executive Vice President Oliver Unger is vice president of NATS.

NTA, during the last six months, obtained distribution rights to 66 feature films and 65 film episodes. Its library now totals 240 available feature films in addition to 661 episodes of 23 series of various films.

In its registration statement, NTA said that as of the end of last March, "total unbilled exhibition contracts exceeded $1,150,000." Exhibition contracts written in April, according to the statement, reached a "record monthly high of $266,000, a trend which has continued in May." Up to May 17, contracts totaled $249,000 for that month.

NTA Announces More Sales

NATIONAL TELEFILM Assoc., New York, has announced it has sold its "Fabulous Forty" package of feature films to WTCN-TV Minneapolis, WVET-TV Rochester, KOA-TV Denver, KPIX (TV) San Francisco and KDKA-TV Pittsburgh, as well as 29 films from the package to WCBS-TV New York.

In addition, NTA has sold to WCBS-TV *The Fallen Idol,* Carol Reed Production, which will be released for tv showing after October. The "Fabulous Forty" group consists of 26 films acquired from J. Arthur Rank, plus films from other sources. The catalogue includes films produced between 1946 and 1953.

NTA Adds Jessel, Derby Films

DISTRIBUTION rights to "Yesterday and Today," motion picture film starring George Jessel, and to 52 half-hours of *The Mad Whirl,* a roller derby series now in production, have been acquired by National Telefilm Associates Inc., New York. The Jessel film, still in theatrical release, will be available for tv in September.

GF Film Shown on Hill

SEVERAL congressmen and government officials attended the screening of two episodes of *Confidential File,* a tv film series dealing with social problems, by Guild Films Inc. last fortnight. The films, on narcotics and horror comics, were shown in the House Office Bldg. in conjunction with the NARTB convention.

Evangelist Billy Graham Contemplating Film Series

DISCUSSIONS are underway for a new series of film programs starring evangelist Billy Graham this fall, which would mark his return to television after nearly a year's absence.

Preliminary talks have been held between Walter F. Bennett, head of the Chicago advertising agency bearing his name and Mr. Graham's agent, and William Klein, general manager of United Film & Recording Studios, that city. Format and program length have not been determined but it was reported the type of show would vary from that of the earlier *Hour of Decision,* with cost estimated at over $700,000.

The evangelist appeared on ABC-TV and on a spot basis until July last year. His radio series is carried by ABC and MBS affiliates as well as other stations in the U. S. and Canada. Walter F. Bennett & Co. handles the Billy Graham Evangelist Assn. and about 10 other religious accounts.

Screen Gems, General Mills Sign for Texas Ranger Series

SCREEN GEMS Inc. has signed to produce a new film series, *Tales of the Texas Rangers,* for General Mills, it was announced by Ralph Cohn, vice president of Screen Gems. Production on the first 26 films will begin in early June at the studios of Screen Gem's parent company, Columbia Picture Corp. The half-hour series will be telecast over 64 CBS-TV stations Saturdays, 11:30 a.m. EDT beginning late this summer, it was announced. Screen Gems will syndicate the series to local advertisers in markets not covered by General Mills.

Bob Hope in Bulova Tv Films

BOB HOPE, radio-tv comedy star, has been obtained for a special series of dealer tv commercials by the Bulova Watch Co. Three dealer tv films of different lengths—2-minute, 1-minute and 20-seconds—were made in Hollywood and all star Mr. Hope in a specially prepared skit written for the watch company. Films will be made available to Bulova jewelers upon written request before June 30. Some 447 cities are expected to show the Hope commercial during the summer months when a new motion picture, "The Seven Little Foys," starring Mr. Hope, will be shown in theatres across the country.

Religious Film Series Set

A RELIGIOUS tv film series titled *Life Everlasting,* which features Dr. Howard E. Kershner, editor of *Christian Economics,* is in production, Thomas G. Sabin, New York and Washington tv program consultant, has announced. Each program is five minutes long, including time for a 35-second spot announcement. Details on the series may be obtained from Dr. Kershner, president of The Christian Freedom Foundation Inc., P. O. Box 517, New York 17.

K&W Film Service Formed

FORMATION of K&W Film Service Corp., New York, an organization specializing in the production of opticals, animation photography and special effects, was announced last week by Norman Witlen, formerly supervisor of Transfilm's animation camera and opticals department, and Ralph Koch, formerly with Technical Films. Headquarters is at 1675 Broadway, New York 19. Telephone is Circle 5-8081.

FILM SALES

MCA-TV, N. Y., has sold *Pride of the Family* to Campbell Soup Co., Camden, N. J., to be telecast in 60 CBS-TV markets June 12 through July 10. Program, starring Paul Hartman, is summer replacement for *Lassie.* Agency for Campbell: BBDO, N. Y.

NBC Film Div. has announced sale of *Badge 714* to KVDO-TV Corpus Christi, WOAI-TV San Antonio, KFDM-TV Beaumont, and the Prince Macaroni Co. for WJAR-TV Providence; *Hopalong Cassidy* (half-hour) to KVDO-TV Corpus Christi and WKBN-TV Youngstown, Ohio; *The Falcon,* to Dodge Dealers of Eureka, Calif., for KIEM-TV Eureka, and also to WGBS-TV Miami, Fla.

Sterling Television Co., N. Y., has sold *King's Crossroads* to WTVD (TV) Durham, N. C., and The American Trust Co. for showing over KRON-TV San Francisco; *Invitation Playhouse* to KCOP (TV) Los Angeles, and The Dairy Maid Drive-In for KRBC-TV Abilene, Tex.; *Movie Museum* to WPBN-TV Traverse City, Mich., and *Jonathan Story* to WFBM-TV Indianapolis.

INS Telenews, N. Y., has sold daily news film service to WNAC-TV Boston; WCSH-TV Portland, Me.; WGTH-TV Hartford, Conn.; WHBQ-TV Memphis. *This Week in Sports* will be telecast on KSWS-TV Roswell, N. M.; WXEL (TV) Cleveland; WGN-TV Chicago, and KOTA-TV Rapid City, S. D., under General Tire & Rubber Co. dealers' sponsorship. Weekly news review will be carried by KSBW-TV Salinas, Calif. WCSH-TV has purchased INS facsimile. Contract for daily film and facsimile has been renewed by WNBK (TV) Cleveland, and WRC-TV Washington has renewed facsimile.

FILM DISTRIBUTION

Contemporary Films, N. Y., making available to tv stations 18-minute film, "Work or Wages Guaranteed," produced by United Automobile Workers of America dealing with union's plan for guaranteed employment. Film also obtainable from UAW's office in Detroit, 8000 E. Jefferson Ave., and in New York at 101 W. 31st St.

Transfilm Inc., N. Y., announces tv availability of "Right Around the Corner," 10-minute film produced for Greater New York Fund.

FILM PEOPLE

Joseph Popkin, production manager, Authors Playhouse, Hollywood, to California Studios, same city, as vice president in charge of studio facilities and operations; **Jess Wilson,** in charge of construction, Goldwyn Studios, Hollywood, moves to California Studios in same capacity.

Robert Edmonds, writer-producer-director, national film board of Canada, and news announcer, Canadian Broadcasting Corp., to Kling Film Productions, Chicago, as director; **Lloyd Bethune,** formerly with WGN-TV Chicago, to Kling.

Robert J. Flatley, formerly with Buchen Co., Chicago, to Kling Film Productions, same city, as account executive.

Milton Geiger signed by TCF Television Productions Inc., Hollywood, to write "behind-the-scenes" segments of new hour-long CBS-TV film series for General Electric.

Jim O'Riley, director, Kling Film Productions, Chicago and Cecelia Fox were married May 29.

Robert C. Dennis, writer-creator, syndicated tv film *Affairs of China Smith* and *Passport to Danger* series, father of boy, Jonathan Robert, May 21.

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN

WSAM
SAGINAW, MICHIGAN

HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WSAM—Saginaw, Mich.
WKHM—Jackson, Mich.

Represented By Headley-Reed

You Buy Michigan's Biggest Buying Power Through...

The Community Stations

KNORR Broadcasting CORP.

NBC TAKES STAND AGAINST TOLL TV

Here's how Brig. Gen. David Sarnoff feels about subscription television. This text (here partially condensed), plus appendices, will be filed today (Monday) at the FCC. (See story page 7.)

THE American people now receive, free, the best television service available anywhere in the world. There are more television broadcast stations in the United States than in all the rest of the world combined. There are more television receivers in the United States than in all the rest of the world combined. American television stations offer the American people more television programs and a wider choice of television programming than any other television service in the world.

On April 13, the chairman of this Commission testified before the House Committee on Interstate & Foreign Commerce that during the (post-war) period the television industry has grown from infancy to an industry in which the American people have invested over $10 billion in television receiving equipment and in which the annual volume of television advertising, set sales, servicing and operating combined runs close to $4 billion per year.

The American system of television broadcasting was introduced, has grown into a dynamic industry, and has served the public under the traditional American broadcasting policy of freedom to listen and freedom to look.

It has always been and continues to be the policy of NBC to encourage constructive new developments in the radio-television science, art and industry which serve the public interest. The record of NBC in pioneering network radio broadcasting, black-and-white television, compatible color television and uhf is clear proof of this fact. Based on our 35 years of experience in radio and television broadcasting, we are convinced that national pay-television service is not in the public interest.

The promoters of pay television would change the American system of "free broadcasting" to a restricted system of "paid narrowcasting." Their standard of public interest is "no fee—no see."

The promoters of pay television claim that they want free television to continue. They assert pay television would be merely a "supplementary service"* which would co-exist with the present free service and that "the authorization of subscription television will not detract from but rather will have the tendency to enhance the service now rendered."** These promoters are obliged to take such a position because they know that this Commission would not approve a pay television system if it recognized that the effects of such a system would be the destruction in whole or in part of the overwhelmingly popular American system of free television.

The pay television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products. This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less. Of course, it is elementary economics that advertising produces increased sales which in turn make possible increased production, lower costs, and lower prices to the consumer. Moreover, the lower prices are enjoyed by all buyers—those who do not own receiving sets as well as those who do.

Because television has proved to be the most effective advertising medium available to the American public, it has been one of the principal stimulants of an expanding economy based on the traditional American free enterprise system. Television has widened the area of the mass market and this, in turn, has strengthened the processes of mass production and distribution. The result has been an enlargement of the American standard of living and an increase in the efficiency of the whole American economy. And this affirmative value of television is quite apart from television's values in providing diversified entertainment and education without charge to the American public.

Any system of national pay television such as is proposed by the petitioners is incompatible with the economics of continuing the present national free television service to the American people.

Pay television violates the American concept of freedom to listen and freedom to look.

Co-existence between free television broadcasting on the basis of competitive private enterprise, as we know it today, and pay television, as proposed by its promoters, is in our view impractical. We believe that pay television would degrade and ultimately destroy the present system of free television.

Free Television Programming Quality Would Suffer

The greater the circulation of any medium, the greater becomes its advertising value. As applied to television broadcasting, this has meant that as the size of the television audience has increased the free television broadcaster has had more available to spend on improved programming.

The pay television promoters assert that their programs would attract audiences of many millions. Their programs would be broadcast at choice hours to ensure the largest possible cash audience. Since a television receiver can only receive one program at a time, the audiences available for free television during these hours would be diminished by many millions. To the extent the free television audience is diminished, whether in large urban areas or in rural areas, there would be less circulation available to the sponsor. And if there is less circulation available to the sponsor, there would be less money available to stations and networks for free television programming. All this would mean that the quality and quantity of free television programming would decline.

Outstanding Programs and Stars Would Move From Free to Pay Television

Those who offer their services in the entertainment business are affected by precisely the same economic incentives as those who offer their services in any other kind of business. In general, stars, directors, writers, musicians and others sell their services to those in a position to offer the largest financial inducement. Over the years many outstanding stars and programs have shifted from one station to another, from one sponsor to another, and from one network to another because they were offered more money.

The pay television promoters say they would offer better programs because their system furnishes the means to pay more for stars and program material. If this is so, the result would be that any free television star or program material good enough to attract a large audience would be approached by the pay television promoters who could offer more money than free television.

Comdr. McDonald of Zenith has belittled NBC's free presentation of "Peter Pan" by saying that "with the same show on subscription television, and the same audience paying 25 cents per set to watch the attraction at home, the box office would have received $5 million to be divided between the producer, the distributors, and the broadcasting stations."

Not only would McDonald have all Broadway-type performances limited to pay television, he also urges that if such performances are on pay television, the networks be forbidden to compete for the subscription television audience.

If we correctly interpret McDonald's purpose, it is to have this Commission promulgate a rule which would discriminate against free television networks in favor of pay television operators. Clearly, there can be no "Peter Pan" or similar broadcasts on free television in Comdr. McDonald's calculations; nor can it be suggested

* Petition of Skiatron Tv Inc., dated Sept. 13, 1954, page 7.

** Joint substitute petition concerning subscription television of Zenith Radio Corp. and Teco Inc., Nov. 29, 1954, page 9. In this connection, however, it may be noted that Comdr. McDonald of Zenith has always opposed free television.

that "Peter Pan" could have been a better program if the pay television promoters had been able to exact $5 million from the American tv public.

The most popular stars and program material could vanish from free television just as soon as they had demonstrated their drawing power and were attracted by the cash box of pay television promoters. Free television programming would suffer irreparably and the public would have to pay for what it now receives free.

Sports Events Would Move From Free to Pay Television

Already the president of Madison Square Garden Corp. has announced that the public would be expected to pay for the important sports programs now available on free television. He cites as examples: "Boxing championships; the baseball World's Series; hockey playoffs; basketball championships; the Westminster Kennel Club championships; the National Horse Show; the great indoor and outdoor track meets; the Olympic Games; football features such as the Army-Navy game and the various post-season bowl games; the professional football championships and all-star games; the Davis Cup and the Forest Hills championships; the Derby and other great horse races—a list of events of national and international importance that may be expanded."*

Walter O'Malley, president of the Brooklyn Dodgers, whose baseball games are now broadcast on free television, has announced that if pay television is authorized "he was thinking in terms of a 50 cent subscription fee per ball game." And according to Arthur Levey, president of Skiatron, he has already "discussed the matter with Walter O'Malley, of the Dodgers; Horace Stoneham, of the Giants; and Dan Topping, of the Yankees; . . . and they all expressed a keen interest."

Bluntly stated, the pay television promoters are speaking out of both sides of their mouths at the same time. They tell the public they would continue to get the same free programs they now receive and that pay television would be just a "supplementary service." They urge the public to write to Washington endorsing this purely "supplementary service." But these same promoters have already pointed out that should this Commission adopt their proposals vast sums could be obtained from the public by moving programs, such as "Peter Pan" and outstanding sporting events, from free television to pay television.

Further, the petitions these promoters have filed with this Commission carefully avoid any commitment that pay television would not carry advertising. Obviously this omission was not merely inadvertent.

Public Service Programming Would Suffer

Shrinking revenues of television broadcasters and the economic facts of life not only would result in inferior sponsored programs but, as well, would force curtailment and perhaps abandonment of public affairs, cultural and education programs which are now presented by free television. This would be a tragic loss to the public and to the nation.

Nowhere in the extensive presentations made by any of the pay television promoters is there any reference to free public service programming by them. They have made crystal-clear the fact that the only programs they would present are those for which the public would be required to pay cash into slot machines to be installed in American homes—and it is obvious that the program material which would be presented on pay television would consist of programs that would attract the largest amount of cash.

Under the present American system of free television, broadcasters have assumed a public service responsibility to present programs in the public interest even though many of these programs represent substantial expenditures and produce no monetary return. NBC and its affiliates carry, at their own expense and as a public service, addresses by the President and national, state and local government officials. NBC also carries as a public service educational, religious, operatic and other cultural programs. Many of these programs have limited audience appeal, and are not sponsored. NBC bears the very substantial costs of presenting these unsponsored public service programs, including interconnection charges and refunds of revenue to sponsors whose programs have to be canceled to make room for free public affairs programs.

The pay television promoters, while promising all things to all people, carefully limit their promises to all things to all people—for cash. A well-rounded television service should—and under the free broadcasting system does—include programs of information, education, culture and religion, even though these programs may not attract sponsors. But, because there is no cash in such programs, they would not be carried on pay television.

If the stations and networks should be required to compete with pay television promoters, the economics of competition will dictate that funds previously available for public service programming must be diverted to sources which would yield revenue and reduce losses.

One of the greatest contributions that the free television system has made to the public interest has been the strengthening of the democratic processes in this country by helping to create an informed public opinion on important national and international issues. Anything that tends to weaken the free television system would automatically tend to reduce its ability to continue to render this costly and invaluable service.

Motion Picture Producers May Gain Control of Tv Programs

Pay television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay television promoters is highly significant. For years the large motion picture companies have refused to make their products available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

On May 24, 1954, a new approach was signaled by the spokesman for the motion picture industry, Eric Johnston, president of the Motion Picture Assn. Mr. Johnston wholeheartedly endorsed pay-television [in an address before the Omaha Chamber of Commerce].

The reason for the abrupt Hollywood turnabout is obvious. Paramount Pictures, promoter of Telemeter pay television, and other motion picture producers, having been legally divorced by the courts from several thousand theater box offices to which they were for so long wedded, are now panting for marriage to cash boxes that can be attached to 35 million television receivers now in American homes.

We believe it would be fatal to the continued dynamic growth of television to enable Hollywood to dominate and control television programming.

It is obvious that the motion picture industry is looking to pay television as an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for its products. This new opportunity would be built on the structure which free broadcasting has created. But, in exploiting this structure, pay television would threaten destruction of the whole free television enterprise. And pay television, as administered by Hollywood, would operate without responsibility for balanced and diversified programming in the public interest—a responsibility which the broadcasters have assumed.

It is for the government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should override the public interest in maintaining the American system of free broadcasting—a system now bringing great values to the public in service and in fresh concepts of television programming.

Pay Television Would Black-Out Free Television for Millions

There are presently 45 areas throughout the country in which only one television station renders acceptable service. There are about 2 million homes, or more than 6.5 million people, who live in the 45 single station areas. In addition, there are 16 areas which now have no acceptable television service but in each of which there is outstanding a single construction permit for a television station. About 1.5 million people live in these 16 areas. Accordingly, there are now, or soon will be, more than 8 million people who receive all their television service from a single free television station.

No broadcast station is now able to transmit free television programs at the same time it transmits pay television programs. Despite this obvious physical fact, Comdr. McDonald of Zenith, in a letter of March 30, 1955, to all Zenith franchised dealers, blandly proclaims that pay television "will not disturb or replace present-day 'free' programs" and urged his dealers to write to this Commission and their Congressmen and Senators in support of pay television.

None of the pay television promoters even remotely suggests that he would risk any investment of his own to build new stations for pay television. Each of the pay television promoters wishes to utilize, without any investment of his own, the facilities free television has built and supports. If the pay television promoters should be successful, the more than 8 million people living in single station areas would be deprived of *all* free television service whenever pay television programs were broadcast. These more than 8 million people would be forced to contribute to the cash boxes of the pay television promoters for their television programs or have none at all.

Additionally, there are 64 areas in which acceptable television service can be obtained from but two television broadcast stations. About 12.5 million people live in these areas. Whenever one of the two broadcast stations in these areas transmits a pay television program, these 12.5 million persons would lose half of their free programming. And, if pay television is not to be the monopoly of one promoter alone, competing pay television programs could completely black-out all free television service in

*Memorandum from John Reed Kilpatrick, president of Madison Square Garden Corp., to the FCC.

two station areas. The result would be that about 20 million Americans would have their choice of pay television—or *nothing*.

The same principle of reduction in free television by pay television is applicable to all areas irrespective of the number of stations serving those areas. To the extent that any television stations broadcast pay television programs, free television service from those stations would be automatically and completely blocked and television receivers made blind unless the set owner pays his tribute to the pay television promoters.

The suggestion of initially limiting pay television to urban areas would not provide a practical solution to this problem. On the contrary, it would aggravate the problem because it is the concentrated large circulation available only in urban areas which makes possible the costly programs which free television now provides to rural as well as urban areas.

Conclusion

We believe that before the Commission adopts a policy the end result of which might well prove to be the end of the American system of free broadcasting, there are matters of political, economic and social import which should properly be resolved only by the Congress.

Unlike the present free system of television, pay television would come into homes like gas and light and telephone service for which the consumer pays. The rates and other aspects of such public utility services are now regulated by the government. If pay television broadcasting were to be authorized, the public interest may require that it likewise be treated as a public utility and made subject to similar regulation by the government. In such an event the practical difficulties of maintaining part of the American radio and television system free and part regulated would seem almost insurmountable. Such a situation might ultimately lead to government regulation, on a common carrier basis, of all radio and television broadcast services—a result that no one advocates but all must guard against. Only the Congress can set the legal bounds of such regulation.

To the extent that pay television might be financially successful, it would jeopardize the basis for economic survival of a free television system. In these circumstances, free television broadcasters would inevitably be forced by economic necessity to engage in pay television, and this, in turn, would set off a chain reaction which ultimately would mean the end of our American system of free television.

Many years ago I said, "The richest man cannot buy for himself what the poorest man gets free by radio." After almost a half century of service in this science, art and industry, I am proud that we have thus far been able to keep both radio and television free to the American people.

Our American principle of freedom to listen and freedom to look is chiefly responsible for the growth of the most dynamic industry in the world today. It has made the American people the best informed in the world and it has done so without discriminating between the poor and the rich.

It would be tragic for this Commission to authorize pay television to cripple this great democratic medium for the free dissemination of ideas, education and entertainment "to all the people of America." My earnest plea to the FCC is: "Keep American radio and television broadcasting free to the public."

Zenith Signs U-K Pact for Pay-Tv

SUBSCRIPTION tv front last week saw Zenith announce the signing of a contract with British film magnate Sir Alexander Korda for the establishment of pay tv in the United Kingdom and Ireland, and the Phonevision proponent readying its Washington test gear for demonstrations scheduled this week for Washington officialdom [B•T, May 23, 30].

The British plan is, Zenith President Comdr. E. F. McDonald Jr. said, for Sir Alexander to seek government permission to broadcast pay tv programs. He will also make arrangements for the manufacture of toll tv equipment, Comdr. McDonald said. The contract, Zenith said, is similar to that made last year with the Rola Co. of Melbourne, Australia, for the establishment of toll tv in that country and New Zealand.

Zenith will demonstrate pay tv techniques to high government and diplomatic officials in conjunction with the *Washington Evening Star's* ch. 7 WMAL-TV, which three weeks ago received FCC approval to experiment with scrambled video during the morning hours before its regular program day begins. This authorization runs to June 25.

Meanwhile, FCC clerks were filling Volume 44 of the now longest docket case in its history, with mail from the public still running heavily in opposition to toll tv—as it has for the last four weeks. Previously, public comments had been overwhelmingly in favor of pay tv.

Among the communications filed last week was one in favor of subscription tv from Sidney W. Dean Jr., McCann-Erickson vice president.

Mr. Dean suggested that three classes of broadcasters be established: (1) commercial, (2) subscriptions, and (3) educational. He also recommended that channels be assigned in accordance with markets—small population areas, four commercial, four subscription and one educational; large population areas, seven commercial, seven subscription and two educational.

He proposed that all tv be moved to the uhf band, and that subscription tv be given a trial in a few large markets. He estimated that subscription tv revenues might approach $4-5 billion at the end of the second year of pay tv's establishment. He predicted commercial tv's revenues in five to 10 years hence as double the present $1 billion. He estimated that the cost of establishing a national subscription tv service would be about $15 billion.

In its May 31 issue, the *New York Herald-Tribune* devoted two full pages to pay tv, with signed articles by CBS President Frank Stanton, and Zenith President E. F. McDonald Jr., among staff-written pieces.

And, in its June 3 issue, the *Wall Street Journal* featured pay tv on its front page, editorially plumped for a try-out of toll tv with the risks being taken by the entrepreneur.

ENRIQUE JORDA (r), conductor of the San Francisco Symphony Orchestra, discusses with Ampex Corp. officials Wolfe Frank (l) and Harrison Johnston the concert Mr. Jorda auditioned for the U. S. Information Agency as a salute to Genoa, Italy. Ampex tape-recorded the concert as a public service, in cooperation with KEAR San Francisco, the 36th in a series of recorded salutes from U. S. cities to cities in other countries to be distributed by USIA. Mr. Frank soon assumes duties as manager of the Ampex London, England, office; Mr. Johnston is director of Ampex International.

WQXI-TV Atlanta Uhf Quits; Cites Lack of Conversions

WQXI-TV Atlanta, Ga., last week informed the FCC that it was ceasing operation last Tuesday. This now raises to 31 the number of post-thaw tv stations suspending operations, but which have retained their permits.

Robert W. Rounsaville, permittee of the ch. 36 outlet, told the Commission by letter through his attorney that he must take the station off the air, not so much because of the lack of revenue, but primarily because of the lack of uhf conversions in the Atlanta market.

WQXI-TV began full time operation on December 18, 1954, with all local live and film programming since no network shows were available. There are three pre-freeze operating vhf stations in Atlanta, each with network affiliation.

Mr. Rounsaville reported that the total income of the station has not equaled $1,000 per month, with losses exceeding $10,000 per month. He stated that he was taking the station off the air "with the hope that either the Commission or Congress will take some steps to alleviate the situation which uhf broadcasters now find themselves faced."

FCC to Establish File On Tv Field Strength Data

ESTABLISHMENT of a central file for the collection and dissemination of field strength surveys of tv stations was announced by FCC last week as an aid to its staff and the industry. The file will be maintained by the Technical Research Division of the Office of Chief Engineer. Because some data is of competitive commercial value, FCC said, two categories will be maintained, one for use of the FCC staff only and another public.

The Commission explained that the Radio Propagation Advisory Committee, sponsored by FCC and consisting of representatives of industry and other government agencies, is working on uniform measurement standards but at the present there is no one standard as to the methods by which the field strength measurements are to be made or presented. FCC pointed out that the filing of such data does not imply that it has been given any official approval or status. Its usefulness will depend on its intrinsic technical value, the Commission said.

the profitable direction is UP

You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by **IDECO**

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower . . . a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this . . . no other tower manufacturer today can match IDECO's experience in *tall* tower design and construction.

Here's experience you can see, and depend on:

1 **IDECO has built over 40% of the country's TV towers over 1000 feet tall . . . *twice as many* as the second company's total . . . *more* than all the other companies combined.***

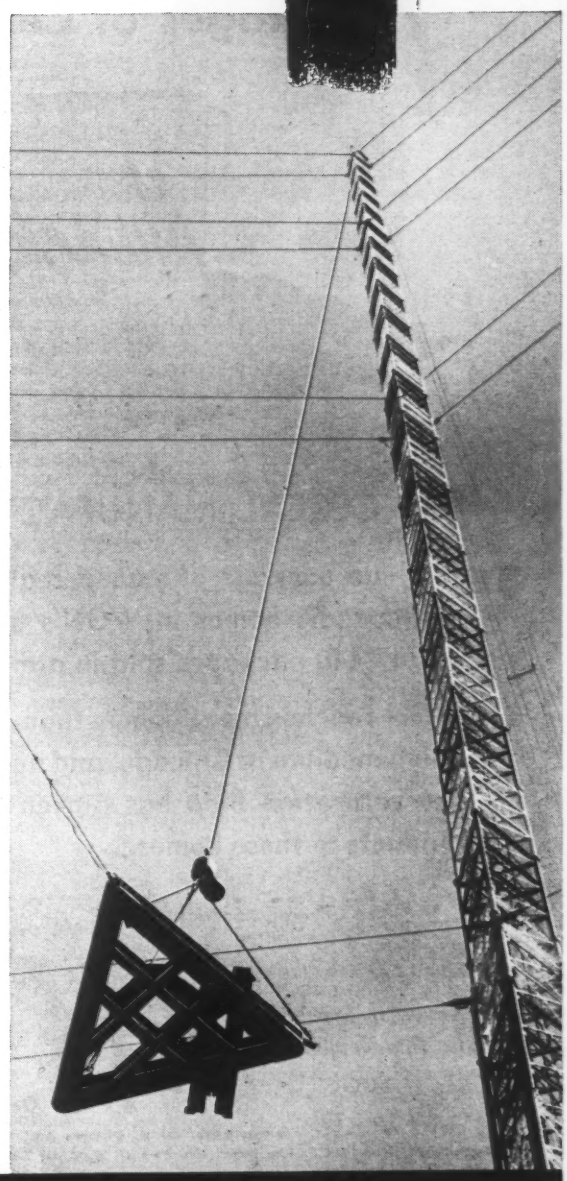
2 **IDECO pioneered tall TV towers, in 1950 built the TV industry's *first* tower over 1000 feet tall.**

3 **IDECO has built the tallest TV tower in the world . . . KWTV's 1572-foot structure in Oklahoma City.**

Yet . . . there has never been a single IDECO TV tower failure

*TOWER HEIGHT DATA FROM TV FACTBOOK, SPRING 1955 EDITION

No matter what direction your plans take . . . a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station . . . let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. *Get the full picture* and all the facts . . . write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.



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ENGINEERS COMMEND REALLOCATION PLAN

Comr. Lee's approach to solving uhf-vhf problems is considered good by technical personnel. Big stumbling block: Whether non-broadcast services will be willing to move for the sake of television.

SECOND thoughts cropped up last week among radio engineers on Comr. Robert E. Lee's suggestion two weeks ago that tv be reallocated to 47 channels in the 60-342 mc band, and that fm be moved from its present 100 mc place in the spectrum to the band between 342 and 362 mc.

All agreed that the idea was a logical and a well-thought-out approach to the vexatious problems of vhf and uhf. But . . . how would the other services that now occupy segments within the 54-216 mc vhf tv band take it?

Would the military move? The Navy already has eyes on chs. 2-6 [B•T, Jan. 17].

What about the huge investment by the Civil Aeronautics Authority and the aviation industry in navigational and communications equipment?

How about the huge investments in land mobile services—taxi, police, fire and other non-broadcast radio services?

These were some of the doubts afflicting radio engineers the second week after Comr. Lee's espousal of a reshuffle in the vhf band.

The immensity of coordinating all the services, persuading them that a reallocation was in order and that they should move out of their 10-year-old homes for the benefit of tv brought pessimistic expressions from many contacted by B•T last week.

None wanted their names used, but all were free with questions indicating their doubts that the move could be made.

The gist of these comments follows:

• It's a long term project—maybe 30 years altogether. There is a possibility that some bands might be opened up soon, but would that help the present situation?

• There's a money angle too. If the government services—and that means predominantly the military—move, will Congress appropriate millions to permit the purchase of new equipment? The military isn't going to accept such a move if they aren't sure that Congress will play ball with finances.

• When the aeronautical bands are opened, that gets into the realm of international agreements. Once you open that box, other nations who have just begun developing their radio communications systems will be clamoring for additional frequencies. Can we afford to take that chance?

• Lee's speech was the best argument yet for moving all tv to the uhf bands. His premise was that tv should be in contiguous bands. All right, let's move it all up to uhf. There's plenty of space there.

• Three years ago the Joint Techincal Advisory Committee—a combined IRE-RETMA venture—anticipated this recommendation. But, it recommended that tv be placed in a band beginning at 100 mc and ending at 700 mc.

• Moving fm to a 300-mc band would just about wreck that service. Fm-ers are just barely getting along. They were moved once in 1945 (from 45 mc band to the present 100 mc band). Another move would spell ruin.

Fm Study Sought

Not all the comments were so skeptical.

What is needed, one allocation expert hazarded, is a group to work for the efficient use of the spectrum the way the Hoover Commission task forces study and recommend actions to make the government more effiicent and less costly. It could be done. Undoubtedly over a long period of years. But someone, or some agency, has got to take the leadership and persist until a solution is found. The cost doesn't matter—for the benefits would be overwhelmingly in the public's favor.

Comr. Lee made his suggestion at an engineering session of the NARTB Engineering Conference two weeks ago. He proposed consolidating all tv in the 60-342 mc band, placing fm in 342-362, and reassigning all other services either below 60 mc or above 362 mc.

The Dalles Protest Denied

ECONOMIC protest of Radio Mid-Columbia Inc. against non-hearing grant for the third radio station at The Dalles, Ore., was turned down by FCC last week as without sufficient cause. Radio Mid-Continent, permittee for a new outlet on 1300 kc with 1 kw daytime, complained about an FCC grant on April 14 to The Dalles Broadcasting Co. for 1 kw on 930 kc there, with directional antenna at night. City's existing station, KODL, was founded in 1940 and is assigned 250 w day, 100 w night on 1230 kc, with permit for 1 kw on 1400 kc, directional night.

18,747,440

Packages of Cereal!!

MR. CEREAL MANUFACTURER–

Just one package of your cereal sold each week to the radio homes in WGN's area would mean 18,747,440 packages sold in a month!!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

* *Nielsen Coverage Service*

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
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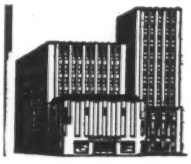

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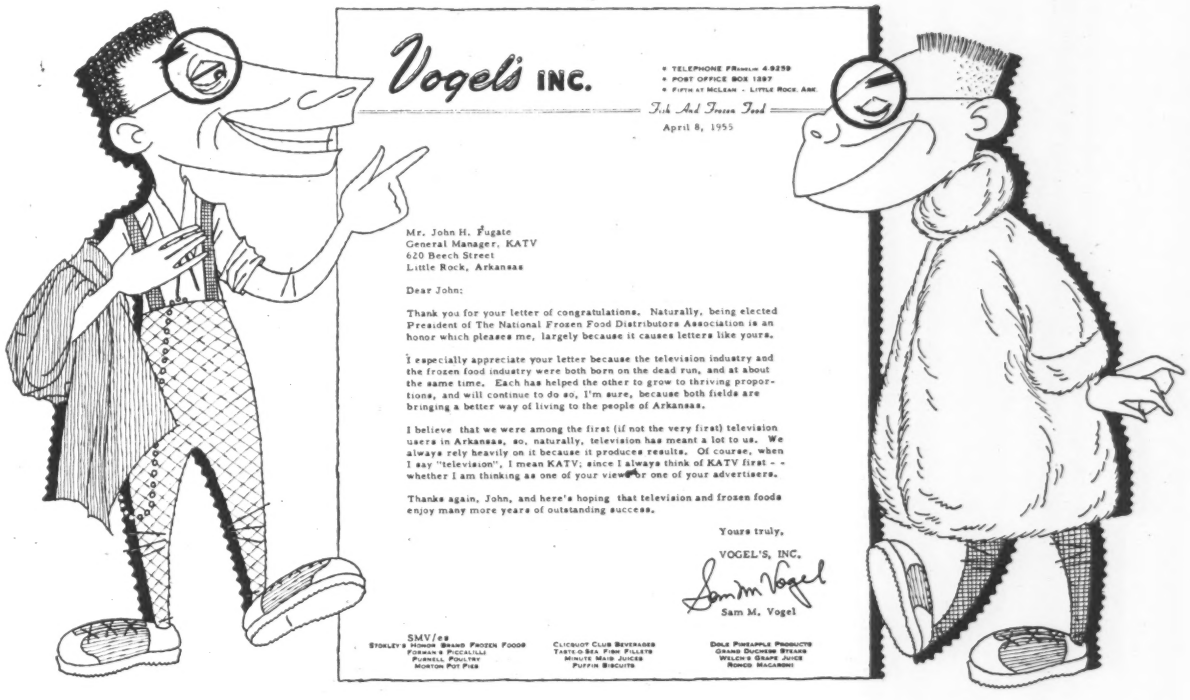
Dig these CRAZY words of warmth from the "Big Freeze"



Vogel's INC.

Fish And Frozen Food

April 8, 1955

Mr. John H. Fugate
General Manager, KATV
620 Beech Street
Little Rock, Arkansas

Dear John:

Thank you for your letter of congratulations. Naturally, being elected President of The National Frozen Food Distributors Association is an honor which pleases me, largely because it causes letters like yours.

I especially appreciate your letter because the television industry and the frozen food industry were both born on the dead run, and at about the same time. Each has helped the other to grow to thriving proportions, and will continue to do so, I'm sure, because both fields are bringing a better way of living to the people of Arkansas.

I believe that we were among the first (if not the very first) television users in Arkansas, so, naturally, television has meant a lot to us. We always rely heavily on it because it produces results. Of course, when I say "television", I mean KATV; since I always think of KATV first - - whether I am thinking as one of your viewers or one of your advertisers.

Thanks again, John, and here's hoping that television and frozen foods enjoy many more years of outstanding success.

Yours truly,

VOGEL'S, INC.

Sam M. Vogel

SMV/es

"Aw gee . . . does he mean us?"

"Right you are, son . . . Mister Sam M. Vogel, President of the National Frozen Food Distributors Association, tells us that KATV has had a large hand in expanding the wonderful frozen food industry!"

"Man! Those are real cool words from the National President! If KATV can help make a hot item out of such cold stuff . . . just think of what they can do for other advertisers!"

"That's because KATV is the hottest station in a real cool market, son . . . an advertiser just can't go wrong on KATV!"

Studios in Pine Bluff & Little Rock

KATV

Channel 7

John H. Fugate, Manager

620 Beech Street

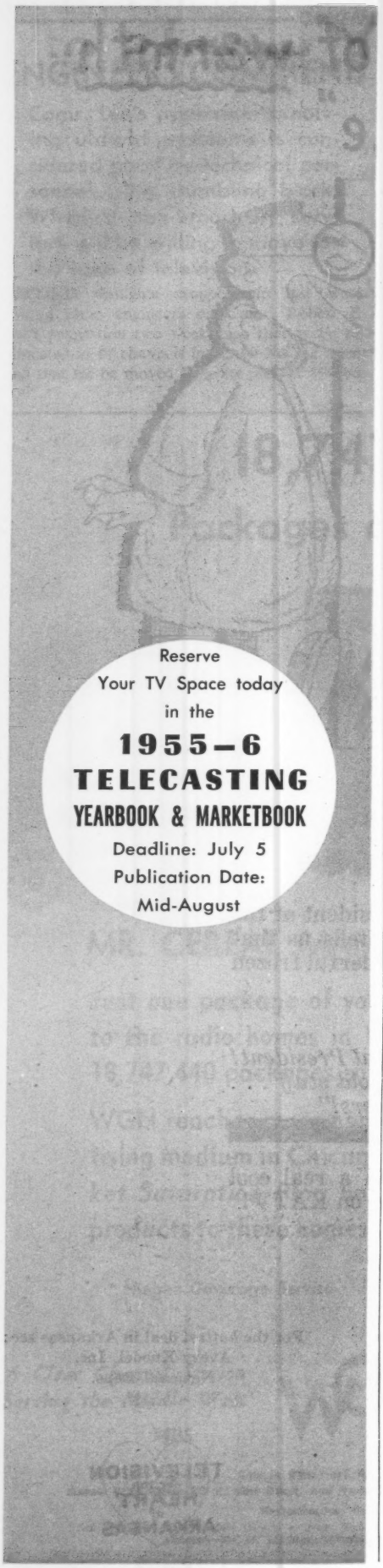
LITTLE ROCK, ARKANSAS

For a *real cool* deal in Arkansas see:
Bruce B. Compton
National Sales Manager

For the *hottest* deal in Arkansas see:
Avery-Knodel, Inc.
National Reps.

CBS

TELEVISION for the HEART of ARKANSAS



PITTSBURGH CH. 11 APPLICANTS MERGE

WWSW Inc., WJAS owner each will hold 50% in new applicant, whose way will be clear for grant. It would be second commercial vhf there.

MERGER of the two Pittsburgh ch. 11 applicants, WWSW Inc. and Pittsburgh Radio Supply House Inc. (WJAS) was announced last week [CLOSED CIRCUIT, April 25], thus assuring an early grant of Pittsburgh's second commercial vhf station.

Subject to FCC approval, *Pittsburgh Post-Gazette* (WWSW-AM-FM) and Pittsburgh Radio Supply House agreed to take a 50% interest each in WWSW Inc. Latter will transfer its am and fm stations to its parent newspaper company. Pittsburgh Radio Supply House will sell the 34-year-old WJAS.

After completion of several intermediate steps, Pittsburgh Radio Supply House will dismiss its application, leaving the field clear for a grant to WWSW Inc. Following the sale of WJAS, it will then take over half of the stock and notes in the reorganized WWSW Inc. Stock will comprise 2,500 shares of Class A and an equivalent number of Class B, the former to be owned by the *Post-Gazette* and the latter by Pittsburgh Radio Supply House. Each class of stockholder will elect three directors with the seventh to be chosen by the other six. Each stockholder also will hold $250,000 in 3½% notes.

WWSW's History

WWSW was founded in 1932 and operates on 970 kc with 5 kw. WWSW-FM operates on 94.5 mc with 20 kw. WJAS is an MBS affiliate on 1320 kc with 5 kw. Pittsburgh Radio Supply House, which also owns WHJB Greensburg, Pa. (620 kc with 1 kw day, 500 w night), is owned by H. Kenneth Brennan and family.

The ch. 11 Pittsburgh hearing began in April 1954 and ended March 21 this year. An initial decision is awaited.

Also awaiting an initial decision are five applicants for Pittsburgh's ch. 4. They are WCAE and KQV Pittsburgh, WLOA Braddock, Irwin Community Tv Co. and Wespen Tv Inc.

The only commercial vhf station operating in Pittsburgh is the Westinghouse-owned KDKA-TV on ch. 2. It is affiliated with all four networks. Westinghouse bought the ch. 2 station (then WDTV [TV]) from DuMont last year for $9.75 million. WENS (TV) Pittsburgh operates on ch. 16 and WQED (TV) Pittsburgh, on ch. 13, is the educational outlet. CPs are outstanding for ch. 47 WTVQ (TV) and ch. 53 WKJF-TV.

Pending before the FCC is a request to move ch. 9 WSTV-TV Steubenville nearer to Pittsburgh and to approve its sale to CBS for $3 million. This move has been questioned by the FCC in a McFarland letter to the station and to CBS.

USIA Schedules New Program To Show U.S. Foreign Policy

A NEW weekly radio program, described as a "factual review of official statements on the United States' position on foreign affairs," was begun by the U. S. Information Agency's Voice of America May 28.

Theodore C. Streibert, USIA director, said the new 15-minute program, *Foreign Policy Review*, is being prepared in cooperation with the Dept. of State and will feature statements by top government officials. VOA will beam the program to all areas of the world each Saturday, he said.

Foreign Policy Review will include recorded excerpts from news conferences and speeches by the President, Secretary of State John Foster Dulles, Cabinet members and members of the National Security Council and other administration officials.

Fallacies Cited In Uhf Boost Plan

AS the FCC readied this week or next to issue its formal notice of rule-making to permit uhf stations to use power up to five million watts—disclosed by FCC Chairman George C. McConnaughey at the NARTB convention two weeks ago [B•T, May 30]—the general consensus of engineers and uhf spokesmen was almost without exception negative.

Gist of the comments elicited by B•T in a spot check with engineers and uhf'ers, was that no uhf station at present could afford the initial cost or the operating expense of running a five megawatt station.

All agreed that powers of that magnitude were capable of being realized with existing transmitters and high gain antennas. In fact, it was pointed out that present 50 kw uhf transmitters, used in conjunction with 40-gain antennas could put out two megawatts. But it was explained, the increase in power would not increase coverage or fill in shadow areas over that now possible with 1 megawatt power to such an extent to make the jump worthwhile. There might be a few isolated cases, it was agreed.

It was felt that the move was another in a series prompted by the FCC to alleviate the plight of uhf. Among these has been the idea of low power stations, restricting antenna sites to within five miles of the principal city, permitting stations to own their own intercity microwave relays, permitting the use of boosters and satellites, and selective de-intermixture. None of these has yet been put into effect.

The only thing power does for uhf, it was pointed out, is to improve the signal within the service area already covered.

In an attempt to equalize vhf and uhf stations, the FCC authorized power differential for the various tv bands. The 1952 Sixth Report and Order which ended the four-year-long freeze established maximum powers of 100 kw for chs. 2-6; 316 kw for chs. 7-13 and 1,000 kw for the uhf channels.

Only two uhf stations are now operating with one million watts. They are WBRE-TV and WILK-TV, both in Wilkes-Barre, Pa.

Hearings Canceled

HEARINGS by the Senate Communications Subcommittee on two bills (S 1549 and 1456) empowering FCC to fine nonbroadcast stations for rule violations and amending certain Communications Act sections related to common carriers, respectively, scheduled for last Wednesday-Thursday, were canceled temporarily because of the extension of hearings by another subcommittee on natural gas matters. Chairman John O. Pastore (D-R.I.) has indicated hearing on S 1648, amending Sec. 309 (c) protest provision of Communications Act, will follow soon after hearings on S 1549 and 1456.

KMPC

the one-station network in southern california

You could buy 38 Stations in Southern California and still not get the great KMPC coverage.

Sales Manager's Dreams Come True

As of now, every available time-spot on KMPC has been sold 100%! That's because KMPC consistently and continually does the best selling job in the vast and prosperous Southern California area. Of course, the "Sold Out" situation may vary from day to day and good time opportunities on KMPC open up.

Therefore, to you good sponsors who want to sell—fast—although KMPC may not have open the exact segment you desire today, come aboard and we'll do our best to fit you in your preferred position as fast as time opens up.

KMPC 710 KC LOS ANGELES

50,000 watts days **10,000 watts nights.**

GENE AUTRY, President, R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

Represented Nationally by A. M. Radio Sales

Chicago • New York • Los Angeles

FCC Proposes to Recall Des Moines Educ. Vhf

Commission plans rule making to make ch. 11 there available for commercial use. Comr. Hennock dissents, says it would presage 'piecemeal destruction' of reservation.

RULE-MAKING proceeding to remove the educational reservation on ch. 11 at Des Moines —the first such action by FCC since establishing the educational, noncommercial channels in the 1952 Sixth Report & Order—was proposed by the Commission last week upon petition by ch. 17 KGTV (TV) there.

The proposal drew a sharp dissent from Comr. Frieda B. Hennock, who described it as a "major blow" to educational tv and which "should be opposed by all public service and educational groups alike at this crucial time in the development of educational tv."

Should the proposal be adopted, the notice said, ch. 11 would be open for contest by all qualified commercial applicants. FCC turned down KGTV's request that the notice include a show cause order which would require the uhf station to switch to ch. 11, thereby giving it exclusive access to the vhf facility. FCC said the educational reservation could be switched to ch. 23 as well as KGTV's ch. 17, thereby removing any compulsion factor in the station's decision to remain on the facility o seek another channel.

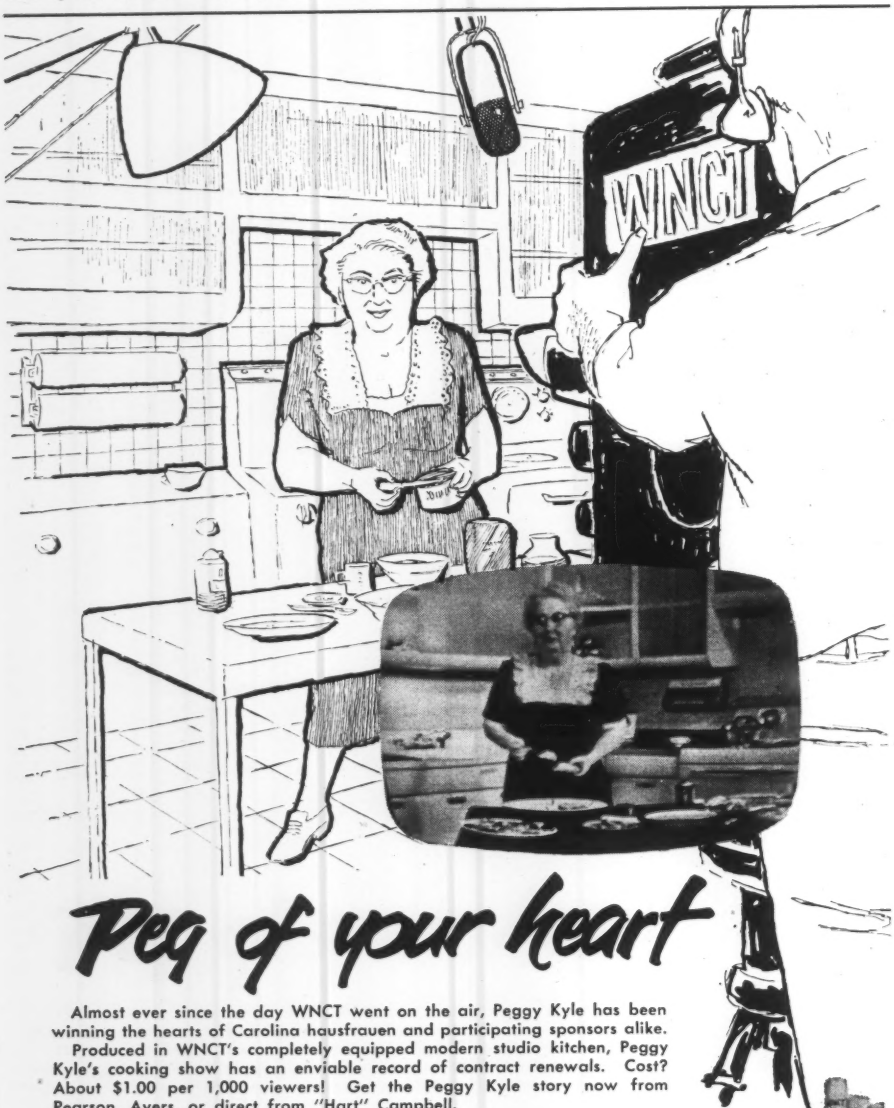
FCC also turned down KGTV's request fo interim operation on ch. 11 pending outcom of the rule-making proceeding. The majorit notice said such interim operation might b considered prejudgment of its ultimate deci sion in the ch. 11 case.

Comments on the ch. 11 proposal are du July 1, FCC said, with replies 10 days later The majority report was adopted by Chairma George C. McConnaughey and Comrs. E. M Webster, Robert T. Bartley, John C. Doerfe and Robert E. Lee.

KGTV has suspended operation on ch. 17 WHO-TV is operating on ch. 13 while KRNT-TV is under construction on ch. 8. No appli cations are pending for either ch. 11 or ch. 23 FCC said.

In her dissent, Comr. Hennock commented that "the interest of commercial broadcasters in usurping vhf channels reserved for educational use is no cause for surprise. It is extraordinarily surprising, however, that the Commission, pledged to a policy of a nationwide reservation of educational channels, has at this time . . . taken the retrogressive step which in essence invites the piecemeal destruction of the educational reservation."

Miss Hennock claimed that "in departing from this basic policy today, the Commission clearly must be charged with the knowledge that by its present action numerous commercial broadcasters will be encouraged to follow the example of this applicant in the hopeful anticipation that the Commission will continue to let down the barriers it has up until now maintained against encroachment of the educational reservation."



Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike. Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S.E. REP., ATLANTA

Uhf KJEO (TV) Criticizes De-Intermixture Opponents

UHF CH. 47 KJEO (TV) Fresno, Calif., last week charged that the opposition of the Central California Educational Tv Committee to its petition requesting "de-intermixture" in the Fresno area by substituting ch. 12 for reserved ch. 18 was generated by Paul Bartlett, principal stockholder of KFRE there, and J. E. Rodman, former principal owner of KFRE.

KFRE and KARM Fresno, are competitors for ch. 12 at Fresno. Initial decision favoring KARM was issued last August.

KJEO charged that Messrs. Bartlett and Rodman misrepresented and misinformed the educational committee that the FCC would not permit any changes in the channel assignment nor de-intermix the channels at Fresno and that KJEO's petition to de-intermix was not sincere and was only done to delay the ch. 12 grant. KJEO charged that Mr. Rodman was an interested party because of the indebtedness to him by KFRE.

KJEO asked the Commission for an opportunity for all interested parties to make a showing that de-intermixture of the Fresno area would be in the public interest.

WLOL Sale Approved

FCC has approved the sale of WLOL Minneapolis, Minn., for $300,000 from Independent Broadcasting Co. to BFR Broadcasting Corp. [B•T, May 2]. The BFR Broadcasting Corp. comprises N. L. Bentson, Edmund Ruben and Joe Floyd, each owning one-third interest. The same interests own ch. 11 KELO-AM-TV Sioux Falls, S. D., and KDLO-TV Florence, S. D. Independent Broadcasting is headed by Ralph L. Atlass, president and general manager of WIND-AM-TV Chicago.

Is This "COVERAGE"?

YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND—

42 rich counties with a population of 642,250 — 207,050 families. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
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WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
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KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

Examiner Favors WTIC For Hartford Vhf Ch. 3

INITIAL DECISION proposing to grant a new tv station on ch. 3 at Hartford, Conn., to WTIC-AM-FM there and denial of the bid of Hartford Telecasting Co. was issued last week by FCC Examiner Fanney N. Litvin.

The examiner concluded that neither applicant could be preferred on the basis of experience in radio broadcasting; staff proposals; studio and facilities, but that Hartford Telecasting Co. would be preferred on the ground of diversification of control of mass media of communication. Preference must be given to WTIC, the examiner said, because of local ownership; participation in community affairs; integration of ownership and management; preparation for tv, and proposed programming, which outweighs the desirability of diversification of mass media of communication.

The examiner concluded that all charges made during the hearing alleged to be detrimental to the opponent had not been sustained.

WTIC had charged that George C. Cameron Jr., 24.2% stockholder of Hartford Telecasting, had failed to understand and fulfill his duties as licensee and principal stockholder of KOTV (TV) Tulsa, Okla., when that station was owned by him. WTIC had further charged that the programming of KIST-KEYT (TV) Santa Barbara, Calif., and KOTV reveal important and significant differences from the program proposals of Hartford Telecasting, and from program commitments made by them to the FCC.

Harry C. Butcher, former naval aide to General Eisenhower during World War II and one time Washington CBS vice president, is owner of KIST and minority stockholder of KEYT (TV). Mr. Butcher is president and 24% stockholder in Hartford Telecasting.

On the other hand, Hartford Telecasting charged that Travelers Insurance Co., parent corporation of WTIC, economically dominates the Hartford area through the ownership of stock in other insurance companies, banks, public utilities, railroads and industrial companies, through its investment and deposits of money, and through interlocking directorates. Hartford Telecasting had also accused four officers and directors of Travelers Insurance of having given perjurious testimony.

Whitefish Bay Ch. 6 Proposed For Independent Television

INITIAL decision proposing to grant ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced last week by FCC Hearing Examiner J. D. Bond, signalling close of a lengthy contest for the Milwaukee area facility.

Former contestant Hearst Corp., operator of WISN there, withdrew from the ch. 6 competition upon purchase of ch. 12 WTVW (TV) Milwaukee for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four original applicants.

Way was cleared in April for the proposed grant to Independent when WMIL Milwaukee dropped its ch. 6 application in an agreement assuring it $25,000 as partial re-payment of its litigation expenses. Independent is comprised of local businessmen headed by hosiery and underwear manufacturer Jack Kahn.

Broadcast Bureau Defends Saul Haas

FCC Broadcast Bureau last week came to the defense of Saul Haas, chief owner of KIRO Seattle, in its exceptions to an examiner's initial decision in the Seattle ch. 7 television contest.

Although not disputing the examiner's ultimate conclusion that KIRO should be favored over competing bids by KXA and KVI there [B•T, April 11], the Broadcast Bureau said the examiner's determinations about Mr. Haas personally "are not supported by the record."

The Broadcast Bureau disagreed with the examiner's conclusion that Mr. Haas "had used his public position" as a U. S. Collector of Customs 20 years ago "for private gain" of ownership in the station while conferring with Charles Thomsen, KIRO stockholder, on a tax case. The Bureau also disagreed with the examiner that Mr. Haas' fuzzy recollection of details 20 years ago constituted evasive testimony. The Bureau said if the alleged misconduct were true, the proposed grant to KIRO "would constitute gross error."

Treasury Investigation Cited

The Broadcast Bureau admitted that the record concerning Mr. Haas' acquisition of KIRO stock "is contradictory and susceptible to varying interpretations," but pointed out that it clearly shows he did not undertake nor secure any special consideration for Mr. Thomsen in his tax problems. The brief commented this conclusion is fortified by the Treasury Dept.'s own "thorough" investigation of the same charges.

POWER

250,000 Watts of it!!

NEW AUDIENCE BORN! We've boosted our power to 250,000 watts. Here, where the terrain is flat for miles and miles around, that's important. It means we have a big, brand-new audience.

Plus that, we've added new facilities, experienced personnel, new merchandising services to help you sell. Our representatives will show you how costs-per-thousand hit the skids when you use KFDA-TV.

KFDA-TV

CHANNEL 10 — AMARILLO, TEXAS

CBS INTERCONNECTED ABC

• Southern Representatives — Clark Brown Co.

Biloxi Ch. 13 Applicants To Be Heard There By FCC

INQUIRY into the background and reputation of principals in both applicants for ch. 13 at Biloxi, Miss., will be held on home ground and not Washington, FCC ruled last week upon request of one contestant, WLOX Biloxi. In order to help expedite the proceeding, involving bids of WLOX and WVMI, FCC agreed that the further hearing will be held in Biloxi "at the earliest date practicable."

In February, the Commission reopened the ch. 13 case and remanded it to a hearing examiner for a new initial decision based on the further evidence ordered to be obtained [B•T, Feb. 28]. An examiner originally had proposed to grant the facility to WVMI and deny the competitive bid of WLOX [B•T, July 12, 1954].

FCC noted that Edward Ball, a 1.5% stockholder in WVMI, will receive 55% of the stock as security in return for lending the station money to build the tv station. The Commission said it wanted more information on this agreement. The Commission also said it desired information about the general reputation of Mr. Ball and J. S. Love Jr., president and 44.6% owner of WLOX. Both have local hotel interests and issues concerning state gambling and liquor laws have been raised in the case.

ANPA Board Tells Slocum To Fight Antitrust Suit

BOARD of the American Newspaper Publishers Assn. has instructed its president to fight the Dept. of Justice antitrust suit filed last month in the New York District Court [B•T, May 16].

In a brief resolution, the board instructed President Richard W. Slocum (*Philadelphia Bulletin*-WCAU-AM-FM-TV) to "take such steps as he may deem necessary, including legal procedure, to respond to the charges in the suit."

Deadline for filing answers to suit, brought against four other media organizations, has been extended to July 5.

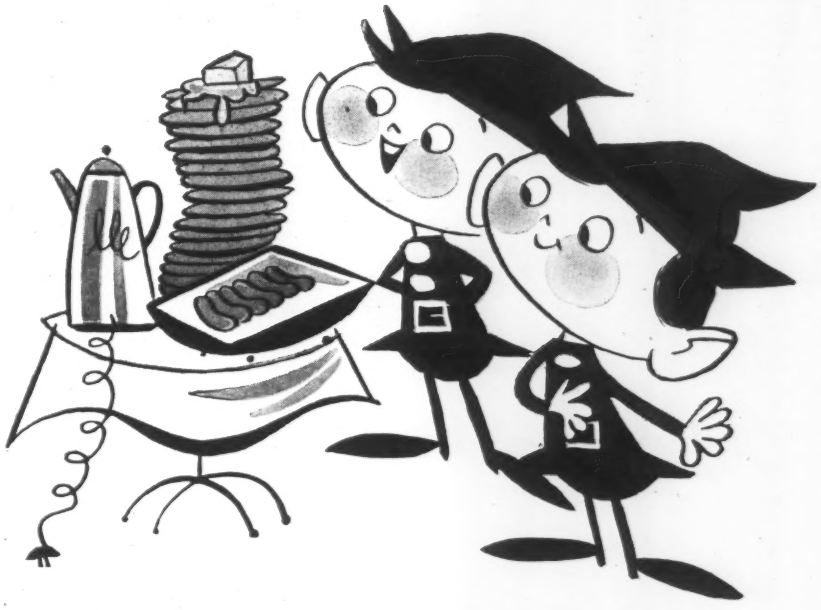
The government's complaint charged that ANPA, Publishers Assn. of New York City, Associated Business Publications Inc., Periodical Publishers Assn. of America and Agricultural Publishers Assn. conspired to restrain trade in adopting an advertising agency recognition system and in requiring the charge of 15% agency commission as an element in such recognition.

Kefauver Says Tv Hearings Indicated Delinquency Effect

SEN. ESTES KEFAUVER (D-Tenn.) last week said that in hearings held by the Senate Juvenile Delinquency Subcommittee, of which he is chairman, it was "indicated" that "the excess of crime and violence shown on the television screen tended to make a child immune to human suffering and could lead to delinquency."

Sen. Kefauver made the statement in announcing forthcoming hearings in Los Angeles (June 14-16) on "crime and horror" movies. The subcommittee's hearings on tv programming as a possible factor in juvenile delinquency ended in April [B•T, April 11]. Earlier hearings were held during the 83d Congress [B•T, Oct. 25, June 14, 1954].

A special report by the subcommittee on tv programming is scheduled to be released "in the near future," Sen. Kefauver said.



HUNGRY FOR SALES?

— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 17. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 470,436 "able to buy" homes in Western New York State plus a bonus of 443,349 Canadian set-owning friends.

Serve yourself some sales . . . sell Buffalo thru

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

GUAM TV DISPUTE MAY GO BEFORE FCC

FIGHT of Harry Engel's KUAM Guam to stop construction of a military "morale" tv station on ch. 8 there appears slated for review by the full FCC later this month as the armed forces last week undertook "re-evaluation" of their controversial project [B•T, May 30].

Involving such basic issues as the historic conflict over the "dual authority" for assignment of the radio spectrum between FCC and the Interdepartmental Radio Advisory Committee, the KUAM protest also concerns charges of government competition with private business.

KUAM complained that the military tv station, to be installed by the Armed Forces Radio Service and operated by the Air Force on its base in Guam, will constitute unfair competition. KUAM pointed out that the tv outlet will use kinescopes of regular tv network programs, including commercials, and will capture the military market in Guam. This market already is served by numerous movie and other recreational facilities, KUAM said, and is the radio station's principal listener group.

Mr. Engel's station already has explored establishment of a commercial tv station in Guam, it was learned, but such an outlet is not practical from an economic standpoint at this time because of the high costs of transporting films to and from the island, located nearly on the opposite side of the globe. The military is not faced with the same cost problem, it was noted, since the films are supplied at no cost.

Mr. Engel told the Commission and military representatives during an informal meeting a fortnight ago, it was reported, that certain national advertisers on KUAM have said they would cancel their radio advertising if they get a free ride into Guam via the kinescopes on the military tv outlet.

KUAM: Free Enterprise

Mr. Engel wrote FCC it would be unfair to allow the government tv station to put KUAM out of business in view of the overriding policy to make Guam self-sufficient on a free-enterprise, local business basis. KUAM claims it has contributed substantially to this business growth.

AFRS officials have pointed out that their policy historically has been not to compete with commercial broadcasters in making their radio or tv installations both in the U. S. and abroad. However, this policy has followed that of FCC in which radio and tv are considered as two separate media, one not being protected from the other, they noted, with the Guam case posing a new problem. An AFRS radio station at Guam was closed down when KUAM took the air, it has been pointed out, in compliance with this AFRS policy.

AFRS policy not to allow its tv stations to compete with any commercial tv operation was established with the first military morale tv outlet at Limestone Air Force Base in Maine in 1953. The question was posed in behalf of local interests by Sen. Margaret Chase Smith (R-Me.) and the no-competition policy was set forth in a reply by Brig. Gen. Joe W. Kelly, Air Force Director of Legislative Liaison, who also indicated the Maine venture constituted a test for possible use in other isolated areas.

In the U. S. and its territories, the channels used by the military are assigned by IRAC with FCC allowed to comment. When IRAC first assigned ch. 8 for use in Guam by AFRS, FCC raised no objection since there was no commercial tv bids pending there which would cause conflict.

AFRS reported that the Limestone installation, a low power station on ch. 8, programs 72-75 hours weekly, of which some 60 hours constitute rebroadcasting of network kinescopes. The remaining hours include training programs, some live, and other film material. This is about the most extensive operation to date, AFRS indicated.

AFRS has had a low power uhf booster outlet in operation about a year at White Sands, N. M., picking up ch. 4 KROD-TV El Paso. At Inyo-Kern, Calif., site of a Navy test center, an AFRS installation picks up Los Angeles tv outlets and routes them via closed circuit in the base area, AFRS said. This unit has been operating three years.

A fourth AFRS outlet in the the U. S. is in the "process of procurement" at Fort Huachua, Ariz., on the Mexican border, AFRS related. This also is slated as a closed-circuit operation, it was said.

Besides the Guam station, AFRS reported seven overseas installations, all low-power tv stations on either chs. 8 or 10 which now are on the air or under construction. A 50-w station has been operating at the Air Force base in the Azores since last October while a similar unit has been on the air at Wheelus Field, Tripoli, since December, it was related. A 50-w station began at Keflavik, Iceland, in early March and a fortnight ago a similar station commenced at Thule, Greenland. At Dhahran, Saudi Arabia, a 50-w outlet is "just getting underway," AFRS said.

July 3 is target date for commencement of the AFRS tv station at Kindley Air Force Base in Bermuda where, as in Iceland and Saudi Arabia, special technical precautions are being taken to prevent civilian reception of programs because of local censorship restrictions.

A 200-w tv outlet is projected for Okinawa, to be Army operated, with a power boost planned later to provide island-wide coverage.

Kinescopes of the top network shows are provided to AFRS by the four tv networks after clearance from advertising agencies and sponsors. Union regulatons prevent deletion of the commercial portions of the programs, it was noted.

CBS sends three prints of each show for a total of 300 kinescopes weekly, while other networks send prints of their top shows. The kinescopes go from one AFRS station to another on round robin basis.

Chicago Mayoralty Opponents Reveal Radio-Tv Time Outlays

THE HIGH COST of campaigning was brought home to the citizens of Chicago last week when Mayor Richard Daley and his defeated GOP opponent, Robert E. Merriam, revealed their political expenditures for the recent mayoralty election.

Mr. Merriam reported advertising outlays of $95,000, which included $35,000 for tv time and talent and $16,000 for radio, and an overall cost figure of $409,000 for the primary and election drives. The television outlay included a daily program with Mr. Merriam, while the radio tab covered 28 five-minute programs and 690 spot announcements. Expenditures were handled through Citizens for Merriam group.

Mayor Daley scoffed at a Merriam claim he had spent over $1 million on campaigning and estimated his cost at between $450,000 and $500,000. He noted that Mr. Merriam "relied heavily on expensive television programs, which we did not have."

Simultaneous with their reports, Jack Russell & Assoc., Chicago talent counseling office, announced it will serve as agent for Mr. Merriam's services in radio and television.

Reserve
Your TV Space today
in the
1955–6
TELECASTING
YEARBOOK & MARKETBOOK
Deadline: July 5
Publication Date:
Mid-August

FM MULTIPLEX PLAN EFFECTIVE JULY 1

FM STATIONS must put their functional music operations on a multiplex basis effective July 1, FCC ruled last week, if they wish to offer such service on a fulltime basis.

Turning down a petition by WWDC-FM Washington to reconsider its new fm rules regarding functional music and multiplex programming, FCC reaffirmed its earlier ruling that the background music service is not "broadcasting" under the provisions of Sec. 3(c) of the Communications Act. Therefore, FCC said, such supplemental service must be aired by multiplex, as a subsidiary service to the fm station's regular program fare, if it is to be provided on a fulltime basis.

According to the Commission's new fm rules, however, background music service may be continued on a simplex basis for another year during all hours except the minimum weekly 36 hours during which a regular balanced program schedule must be maintained [B•T, March 28]. It is this 36-hour exception which prompted WWDC-FM to ask for reconsideration in view of the rule's effect on the present simplex background music business.

Originally, the new rules were to take effect June 1, but this deadline was stayed pending consideration of the WWDC-FM plea.

No New Information

In turning down WWDC-FM's petition, FCC said no new argument was presented that the Commission had not already taken into account in its previous deliberation on what constitutes "broadcasting." FCC noted that the background music service, "while capable of being received by the general public, was not so intended" and said such operations "are essentially geared and directed to reception by the commercial institutions, stores, transit audiences or other subscribers involved."

Concerning WWDC-FM's request that the rules be modified to permit fm stations engaging in functional music operations to request a hearing on the question of whether such operation is in the public interest, FCC explained that its new rules were adopted after extensive rule making proceeding in which all interested parties had "ample opportunity to present their views to the Commission." FCC noted "voluminous comments were filed," including those from WWDC-FM, and "to permit any licensee at this stage to request a hearing with respect to its individual operation would merely nullify the results of this extensive proceeding."

FCC's opinion was endorsed by Chairman George C. McConnaughey, and Comrs. E. M. Webster, Frieda B. Hennock, Robert T. Bartley and Robert E. Lee. Comr. John C. Doerfer voted to grant the WWDC-FM petition.

Meanwhile, on the eve of the Commission's action, WPEN-FM Philadelphia petitioned for reconsideration of the fm rules on grounds comparable to those advanced by WWDC-FM. FCC has not acted on this pleading. WPEN-FM pointed out that despite claims by Multiplex Services Corp. that its equipment is available in 30 to 90 days on firm order, such equipment has not been "sufficiently field tested."

WPEN-FM argued it will cost between $20,000-30,000 to convert its functional music operation to multiplex and is willing to do so when equipment is ready, but doesn't feel the issue should be rushed since it has been under consideration for several years. Immediate disruption of the present service is "unreasonable," WPEN-FM claimed, and may cause financial and program impairment generally in that area.

ADVANCED

DESIGNS IN REMOTE CONTROL

OUTMODE ALL OTHERS!

Here's the most advanced remote control units for radio station transmitters ever devised. Rust Industrial, pioneers in the field, now offer two new systems that give you performance and dependability never before achieved! Proven in actual operation in both full time directional and non-directional stations, where continuous operation is paramount, these systems are custom-engineered to each station's requirements . . . and complete in every respect. Write about these advanced systems today. Start saving thousands of dollars tomorrow!

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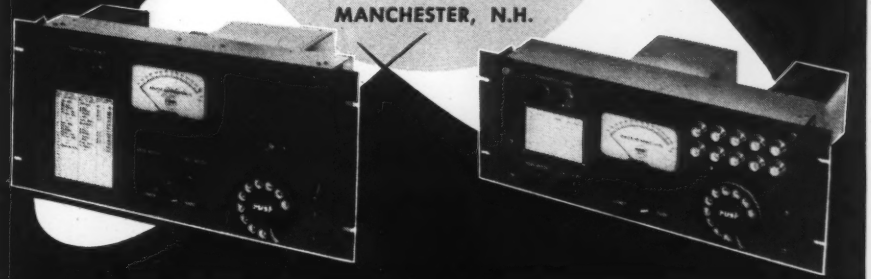
industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.



24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 controls and metering functions are required.

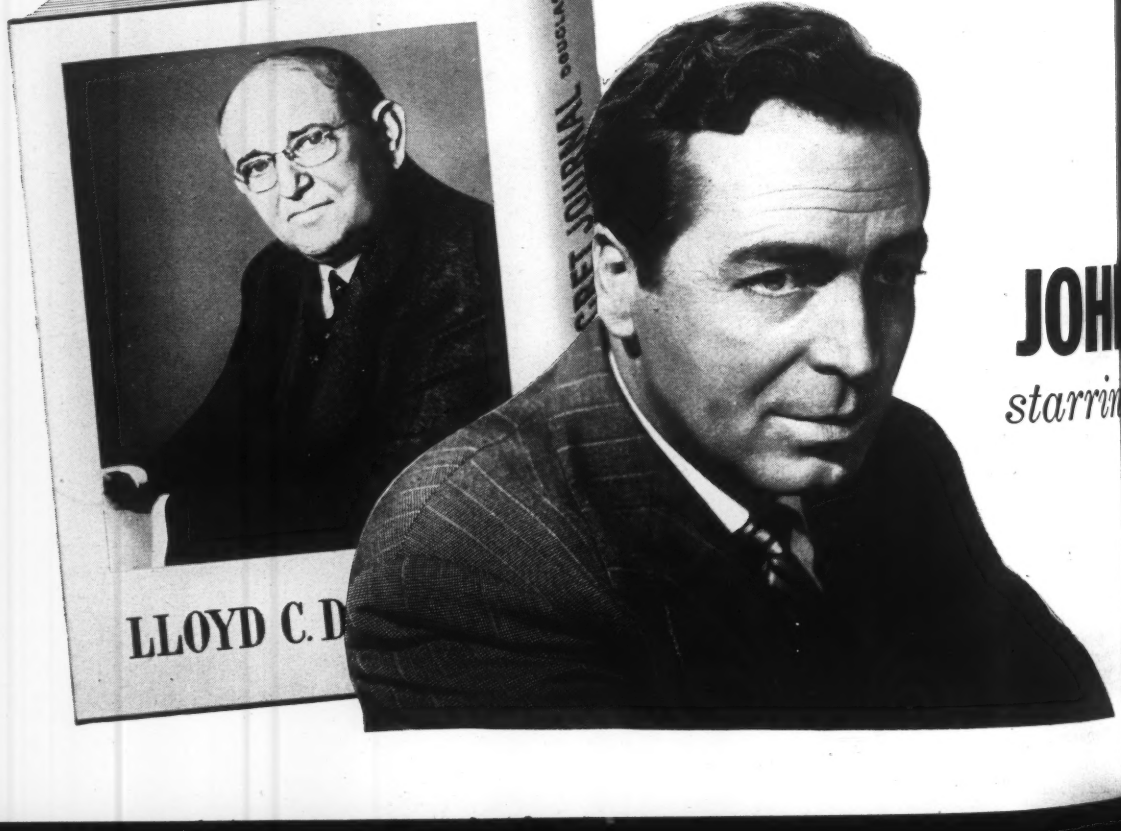
CALL, WIRE OR WRITE FOR FREE CATALOGUE!

NOW *the fir*

from the pen of one of the most inspiring writers of me..

LLOYD C. DO

"DR. HUDSON'S SECRE



JOH
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N for the first time on television.....

of time...

OUGLAS

ET JOURNAL"

HOWARD

rin Dr. Wayne Hudson

Produced by Eugene Solow and Brewster Morgan

Made expressly for local and regional sponsors— a brilliant, new series of dramas taken from the best seller by Lloyd C. Douglas, famed author of "Magnificent Obsession" and "The Robe" (2nd highest gross in film history).

39

half-hour films

to enthrall the tens of millions of Douglas fans everywhere. Immediately available from

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GRAHAM SAYS PUBLIC SHOULD FINANCE POLITICS

Newspaper publisher calls for public service campaign by The Advertising Council to help support the activities of candidates for elective office.

THE USE of public service advertising to solve the problem of financing political campaigns was proposed last week by Philip L. Graham, publisher of the *Washington Post & Times-Herald* (WTOP-AM-FM-TV) and board member and former chairman of The Advertising Council.

Addressing a U. of Chicago School of Business dinner in Chicago Wednesday, Mr. Graham advocated a public service advertising campaign to inform the public that individuals should, in the interests of "good citizenship," contribute money to the political party or candidate of their choice.

Mr. Graham said the Advertising Council could conduct such an educational advertising campaign which would stress to each citizen that it is his "duty" to support with a contribution his party and candidates. He cited a Gallup Poll taken after the 1954 elections which showed, he said, that while only one person in 20 made a political contribution, the same poll showed that 33% of U. S. families (some 16 million families) would have contributed $5 each if they had been asked—which would have totaled $80 million.

He cited three "important" sources of political contributions which he said tend to give elected officials undesirable obligations or make them dishonest: (1) the underworld; (2) special interest groups, including foreign interests, and (3) those hoping to be appointed to high offices. He also criticized present "unenforced, hypocritical" federal laws limiting political campaign expenditures and contributions to "unrealistic" amounts.

He said legislative proposals for "free" or government-subsidized radio and tv time are superficial and will only create "new problems." He praised the efforts of a Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.) to "write more realistic laws about political contributions," calling the subcommittee's activities "some of the most constructive work in many years."

Mr. Graham said his proposal to educate the public to make political contributions "can be accomplished quickly enough to be effective in the 1956 campaign."

He said that through radio and tv, magazines and newspapers, billboards, car cards and other media the "average American" can be taught "the importance of good government" and to respect those in political life. He predicted the political financial problem will continue to grow because of "our growth in population and growth in power of communications."

Mr. Graham had told a reporter earlier that he talked over the plan with the chairmen of the Democratic and Republican National Committees and that both were enthusiastic.

New York Press Backs Stanton 'Free Time' Plan

A SYMPATHETIC reception greeted CBS President Frank Stanton's proposal for free network time to political candidates [B•T, May 30], in widely divergent segments of the New York press.

Dr. Stanton had proposed that the Communications Act governing equal time to qualified political candidates be modified to permit CBS to air a series of "Lincoln-Douglas" debates between the presidential candidates of the two major political parties.

The *New York Post* was first to comment. On May 25, the *Post* editorially concluded that Dr. Stanton's proposal "warrants real study and debate" because "what Stanton is proposing essentially is that tv be allowed to accept the reality that we live under a two party system." By "clinging to the fetish of free time for everyone," the paper said, "we are in fact denying free time to anyone; with the inequality of financial resources that now exists, we may well be getting 'one party' tv before we are through." The *Post* noted no newspaper felt obliged to provide equal space for views of the Greenback candidate or the Vegetarian leader—"Stanton has a case when he says tv ought to be allowed to inhabit the real world, too."

To the *New York Daily News* (WPIX [TV] New York) Dr. Stanton's statement "makes sense." After describing the Stanton proposal, the paper on May 26 observed: "We think Congress should consider amending the law in some such way. This is a two party country, where third parties—to say nothing of eighth or 18th parties—never have amounted to much. Why not recognize that fact, and revise the law to fit it?"

That same day, the *New York Times* (WQXR-AM-FM New York) in a news story bylined by James Reston noted that President Eisenhower now is on tv via his weekly news conferences and asked: "Could he increase the number of news conferences during the campaign and thus be on a free tv national network two or three times a week while the Democrats had no such opportunity of equal time?" Suggested by Mr. Reston: appointment of a presidential commission with public, broadcasting company, FCC and major party members to explore the free time problem and come up with recommendations before emotions of the campaign are underway.

Jack Gould in the *Times* on May 29 went further than Dr. Stanton:

"It is time that Sec. 315 [of the Communications Act] were re-examined with a view to allowing the broadcaster to make his own journalistic decisions. If he is not deemed qualified to do so, then it can only be asked by what standard did the FCC give him a license in the first place."

Mr. Gould, however, took a dim view of Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson's (D-Wash.) suggestion that broadcasters should be required to donate some fixed amount of time to qualified candidates. That, the radio-tv columnist said, is not unlike saying a newspaper ought to contribute columns to politicians with no voice on the use of the columns.

KOVR (TV) Asks S. F. Move

KOVR (TV) Stockton, Calif., has asked the FCC to move its studio to San Francisco. It claimed that it was not able to make out under its present assignment (it said it was more than $400,000 in the red after six months of operation; it cost more than $1 million to build) although it emphasized that its technical facilities were superb. KOVR, owned principally by radio manufacturer H. Leslie Hoffman, broadcasts on ch. 13 with 316 kw, from an antenna 3,162 ft. above average terrain on Mt. Diablo. The station now covers San Francisco-Oakland-Sacramento-Stockton area. The station said permission to move its assignment to San Francisco would help Stockton stations and Sacramento stations.

UNLICENSED TV BOOSTERS CREATE PROBLEM FOR FCC

Washington State operations flourish despite padlocks on transmitters and official FCC notices.

THE old World War I ditty, "How're you going to keep 'em down on the farm after they've seen Paree," has a new twist and it's giving the FCC conniptions.

It goes like this: "How're you going to keep 'em off of the air after they've seen Spokane."

The reference is to the score of unlicensed tv boosters sprinkled through the upper Columbia River valley in Washington. Unable to pick up direct signals from Spokane and cut off from Seattle tv by the Cascade Range, both 100-125 miles away, people in little communities in the area banded together in 1954 and erected boosters. These pick up Spokane's ch. 4 KXLY-TV and reradiate them on the same frequency. For months all was well and tv was a real thing to the hardy folk of the valleys.

Then came the FCC. Last fall, FCC monitors began picking up these unauthorized transmissions. Notices were issued, boosters were padlocked. Padlocks were broken and transmissions restarted. More notices and warning went out from the FCC. Embattled citizens enlisted the aid of their senators (Warren G. Magnuson, chairman of the Senate Commerce Committee which oversees the FCC, for one) and congressmen. Discussions were had with the FCC. But there was no gainsaying, the operations were unlicensed, they were electro-magnetic transmissions, and if allowed to continue unhindered they would play havoc with the law, the tv allocations plan, and with other services [B•T, Nov. 22, 1954].

Late in April, the FCC issued show cause orders to 23 individuals in the region. Early in May Examiner J. D. Bond held hearings in three communities where unauthorized boosters were still in operation. These were Quincy, Nespelem and Bridgeport. FCC Asst. General Counsel Richard A. Soloman conducted the prosecution.

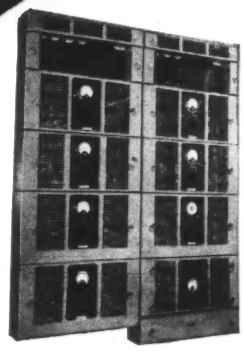
The defendants, representing themselves, made a spirited defense. Acknowledging the fact that the boosters were unlicensed they nevertheless argued that the Commission, in some way, should permit this kind of operation for tv-less communities. One argument was that the apparatus radiated such low power (0.02 w) that any transmission was well within the state and thus not subject to FCC jurisdiction. The FCC's position, which has been upheld by courts, is that any radiation comes under its jurisdiction.

Even before the hearings were held, the FCC figured there was a way out. It authorized early this year an experimental 200-w, translator type booster for Manson, Wash. [B•T, Jan. 17].

This takes Spokane's ch. 4, converts it to ch. 16 and sprays it down the valley to the town of 3,000 with 160 tv-owning families. According to Ben Adler, Adler Communications Labs., which supplied the equipment, the Manson translator was installed for $8,900, collected by donations of $67.50 by each set owner.

Last week the FCC authorized another type of booster for Coalinga, Calif., some 50-odd miles from Fresno. Grant was made to Lambda-Pacific Engineering Co. Inc., which will use one of its own boosters to pick up and retransmit Fresno ch. 47 (KJEO [TV]) to the San Joaquin Valley community. Although the grant was made subject to stringent en-

(Government continues on page 76)



A.S.E. can switch channels

in the blink of an eye...

to keep your

picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

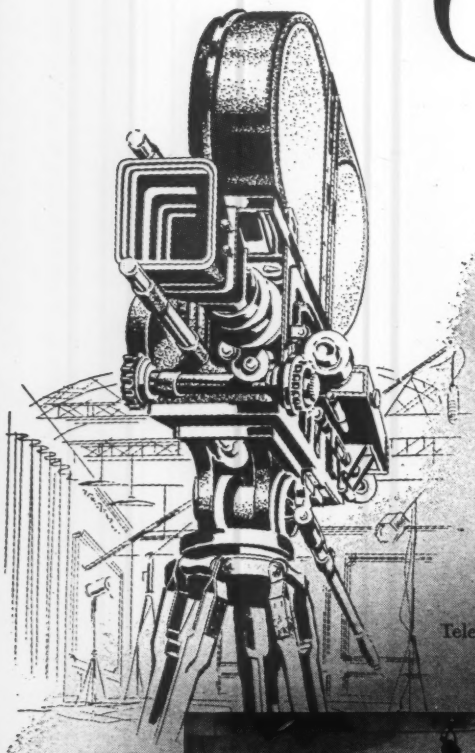
Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

PROUDLY CREATED TO *Outperform!*



Mitchell* CAMERAS

THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

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Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera. 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

June 1955

Total U. S. Stations on Air: 428
(Commercial: 415; Educational: 13)
Total Cities With Tv Stations: 282
Total Sets in Use: 35,535,933

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown

BIRMINGHAM—
►WABT (13) NBC, ABC, DuM; Blair; 321,380; N; $750
►WBIQ (*10)
►WBRC-TV (6) CBS, DuM; Katz; 321,000; N; $750
WJLN-TV (48) 12/10/52-Unknown

DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230; $150

DOTHAN†—
►WTVY (9) CBS; Young; $100

MOBILE—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100; $400
WKAB-TV (48) See footnote
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55

MONTGOMERY—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,170; $200
►WSFA-TV (12) NBC, ABC; Katz; 92,152; $250

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC, DuM; Raymer; 122,510; N; $450

PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 122,510; N; $425
►KPHO-TV (5) DuM; Katz; 122,510; N; $450
►KTVK (3) ABC; Weed; 142,179; N, LL, LF, LS; $300

TUCSON—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605; $250
►KVOA-TV (4) ABC, NBC; Raymer; 38,605; $225
Tucson Tv Co. (9) 4/19/55-Unknown

YUMA†—
►KIVA (11) NBC, DuM; Grant; 26,908; $200

ARKANSAS

EL DORADO†—
KRBB (10) 2/24/54-Unknown

FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS, DuM; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC, DuM; Petry; 108,120; N; $350
►KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-11/1/55

PINE BLUFF—
►KATV (7) CBS, ABC; Avery-Knodel; 108,120; N; $450

TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 90,000; $235
►KERO-TV (10) NBC, CBS, Hollingbery; 152,000; N; $400

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) CBS, ABC, NBC, DuM; Avery-Knodel; 60,801; $225

CORONA†—
KCOA (52), 9/16/53-Unknown

EUREKA†—
►KIEM-TV (3) CBS, ABC, NBC, DuM; Hoag-Blair, Blair Tv; 20,600; $150

FRESNO—
►KJEO (47) CBS, ABC, DuM; Branham; 156,035; N; $450
►KMJ-TV (24) CBS, NBC; Raymer; 158,000; N; $450
KARM, The George Harm Station (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote

LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,107,168; $1,500
►KCOP (13) Weed; 2,107,168; $1,250
►KHJ-TV (9) DuM; H-R; 2,107,168; $1,000
►KNXT (2) CBS; CBS Spot Sls; 2,107,168; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,107,168; N, LS, LF, LL; $3,200
►KTLA (5) Raymer; 2,107,168; LS, LF, LL; $1,250
►KTTV (11) Blair; 2,107,168; $1,750
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

SACRAMENTO—
►KBET-TV (10) CBS, ABC; H-R; 290,674; N; $600
►KCCC-TV (40) ABC, NBC; Weed; 162,125; $400
KCRA-TV (3) NBC; 4/13/55-9/1/55

SALINAS (MONTEREY)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600; $300

SAN DIEGO—
►KFMB-TV (8) ABC, CBS; Petry; 290,000; N; $800
►KFSD-TV (10) NBC; Katz; 285,533; N; $600

SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,086,590; $1,200
►KPIX (5) CBS; Katz; 1,086,590; N; $1,250
►KRON-TV (4) NBC; Free & Peters; 1,036,590; N, LS, LF, LL; $1,300
►KSAN-TV (32) Stars National; 225,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
KNTV (11) 4/15/54-Unknown

SAN LUIS OBISPO†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 87,489; $200

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 227,918; $400

STOCKTON†—
►KOVR (13) DuM; Blair; 1,078,200; $700
KTVU (36) See footnote

TULARE (FRESNO)—
►KVVG (27) DuM; Forjoe; 160,000; $325

VISALIA†—
KAKI (43) 10/6/24-Unknown

COLORADO

COLORADO SPRINGS—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204; $150
►KRDO-TV (13) NBC; Avery-Knodel; 40,000; $125

DENVER—
►KBTV (9) ABC; Free & Peters; 289,296; $450
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,296; N; $350
►KLZ-TV (7) CBS; Katz; 289,296; N; $550
►KOA-TV (4) NBC; Petry; 289,296; N; $550
KRMA-TV (*6) 7/1/53-Unknown

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, CBS, ABC, DuM; Holman, McGuire; 10,975; $150

PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 54,456; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,229; $350
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55

NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N; $400

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702; N; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 210,585; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $750
►WRC-TV (4) NBC; NBC Spot Sls.; 741,000; N; $1,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 681,600; N; $1,500
►WTTG (5) DuM; H-R; 655,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown

DAYTONA BEACH†—
WMFJ-TV (2) McGillvra; 7/8/54-9/3/55

FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami); $400

FORT MYERS†—
►WINK-TV (11) ABC, CBS; McGillvra; 12,405; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N; $200
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 453,978; N; $600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WGBS-TV (23) NBC; Katz; N; $500
►WTVJ (4) CBS; Free & Peters; 318,000; N; $900
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55

MIAMI BEACH†—
WKAT Inc. (10) 3/30/55-Unknown

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 90,000; N; $250

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 27,000; $150

PENSACOLA†—
►WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 93,750; $225
►WPFA (15) 32,500

ST. PETERSBURG—
►WSUN-TV (38) ABC; Weed; 145,000; $325

TAMPA—
►WFLA-TV (8) NBC; Blair; 185,000; N, LF, LS; $400
►WTVT (13) CBS; Avery-Knodel; 185,000; N, LF, LS; $400

WEST PALM BEACH—
►WEAT-TV (12) ABC; Walker; 231,000; $200
►WIRK-TV (21) Weed; 47,609; $150
►WJNO-TV (5) NBC, CBS, DuM; Venard; 271,000; $250

GEORGIA

ALBANY†—
►WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000; $200

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how to tell summer from winter

There's only one difference between WCCO-TV's summer and winter audience. The difference is that for the past two summers, more people have watched WCCO-TV in the summer than during the preceding winter.

At a time when better-than-average sales are the pattern, Channel 4 has up to 50 per cent more summer viewers than any other Northwest television station.

For WCCO-TV is a sales-potent member of the Northwest family circle—a family increased by a generous share of the 350,000 vacation visitors each summer.

The year around, WCCO-TV puts your message before more Northwest customers. Your nearest Free & Peters Colonel will gladly give you complete details.

WCCO-TV

The other member of the family

MINNEAPOLIS-ST. PAUL

CBS

B·T TELESTATUS

ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 456,190; N; $850
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000; $700
► WQXI-TV (36) 25,226; $200
► WSB-TV (2) NBC; Petry; 484,725; N, LS, LF; $900

AUGUSTA—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 154,120; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 138,688; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,675; N; $200
► WRBL-TV (4) CBS, ABC; Hollingbery; 176,927; N; $300

MACON—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284; N; $250
► WOKA (47) NBC; Branham; 92,310; $150

ROME†—
► WROM-TV (9) McGillvra; 164,940; $150

SAVANNAH—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 64,162; $200
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
WCTV (6) 12/23/53-Spring '55

IDAHO

BOISE†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 45,650; $150
► KIDO-TV (7) ABC, NBC; Blair; 41,900; $200

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC, DuM; Gill-Perna; 36,933; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-Unknown

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000; N; $550

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,237,900; N; $3,300
► WBKB (7) ABC; Blair; 2,255,000; $1,650
► WGN-TV (9) DuM; Hollingbery; 2,080,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LL, LS, LF; $3,300
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 45,000; $150

DECATUR—
► WTVP (17) ABC, DuM; Bolling, 160,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 231,056; N; $400
► WTVH-TV (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 256,000; N; $400
► WTVO (39) NBC, DuM; Weed; 100,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) NBC, ABC, DuM; Meeker; 643,029 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139; LS; $250

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315; $250
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547;N; $350
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) ABC, NBC, DuM; Katz; 660,000; N; $960
► WISH-TV (8) CBS; Bolling; 663,000; N; $1,000
► WTTV (4) See Bloomington

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

NOTRE DAME (SOUTH BEND)—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473; N; $300
WNDU-TV (46) See Notre Dame

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, DuM; Bolling; 154,000; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) ABC, CBS; H-R; 133,478; N; $300

IOWA

AMES—
► WOI-TV (5) CBS, ABC, DuM; Weed; 315,600; N; $550

CEDAR RAPIDS—
► KCRG-TV (9) ABC; DuM; Venard; 116,000; $200
► WMT-TV (2) CBS; Katz; 269,900; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N; $800

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N; $650
KGTV (17) See footnote
KRNT-TV (8) CBS; 3/23/55-8/1/55

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812; N; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835; N; $250
► KVTV (9) CBS, ABC; Katz; 152,835; N; $300

WATERLOO—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 199,012; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 99,081; $200

TOPEKA—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 443,262; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 225,000; $425
► KEDD (16) NBC; Petry; 152,484; $375
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 84,619; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 466,671; N; $850
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming in May:

WFRV-TV Green Bay, Wis. (ch. 5); KHBC-TV Hilo, Hawaii (ch. 9), and WBIQ (TV) Birmingham, Ala. (ch. 10), educational.

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) ABC, CBS; DuM; Young; 80,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 148,000; $250

LAFAYETTE†—
KLFY-TV (10) CBS; Venard, Browne; 9/16/53-6/3/55

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS, DuM; Young; 57,420; $150

MONROE—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 215,000; $300

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 325,516; N, LF, LL; $700
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 83,000; $300
KCIS (12) 5/19/55-Unknown (ch. 12 at present operated by Interim Tv Corp.)
KTBS-TV (3) NBC; 2/16/55-9/3-/55

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND
► WCSH-TV (6) NBC, DuM; Weed; 164,343; N; $350
► WGAN-TV (13) ABC, CBS; Avery-Knodel; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 606,384; $975
► WBAL-TV (11) NBC; Petry; 602,840; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 606,384; N, LS, LF; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,308,362; N, LS, LF; $2,000
► WGBH-TV (*2)
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,308,000; N; $2,000
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000; $250

PITTSFIELD—
► WMGT (19) DuM, ABC; Walker; 169,015; $250

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 185,000; $300
► WWLP (22) ABC, NBC; Hollingbery; 185,000; N; $350

WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 102,742; N; $250
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N; $500

CADILLAC†—
► WWTV (13) ABC, CBS, DuM; Weed; 299,546; $250

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,553,200; N; $2,000
► WWJ-TV (4) NBC; Hollingbery; 1,530,000; N; $2,000
► WXYZ-TV (7) ABC; Blair; 1,503,000; N; $1,700
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; 5/12/54-9/1/55

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC, DuM; Katz; 527,564; N; $1,050
WMCN (23) 9/2/54-Unknown

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse F	Am. Tobacco Prvt Sectry.		Reynolds Mr. Peepers L
7:45				
8:00	*Focus* F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference F			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	The Stork Club (Co-op 9:15 930) L			
9:30		Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	Gordon Bak. Kukla, Fran & Ollie L			
7:15				Toni Co. Tony Martin Show L
7:30	Miles Labs. Daly-News	Amer. Home Prod.-News		
7:45	Ralston Purina Name's the Same L	Ligg. & Mys. Perry Como LaRosa 6/20		Plymouth (3) Camel (1) Caravan L
8:00	Studebaker Packard Tv Readers Digest F	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	Pee Wee King Show Co-op L	Philip Morris alt. wks. P&G I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30		General Foods Dec. Bride Ethel & Albert 6/20-9/26		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly-News			
7:30	DuPont Cavalcade of America F	American Tobacco News L		Dinah Shore Chevrolet L
7:45		*Julius LaRosa* L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia Gen. Mills Life with Father (exp. 6/28)		Buick Berle Show (20 shows)
8:15				
8:30	*Who Said That* L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Revlon The $64,000 Question		Truth or Consequences P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WEDN

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Miles Labs Daly-News	
7:30	American Motors American Dairy Derby Foods Disneyland	Bendix (Avco Mfg. News
7:45		Ligg. & Mys. Perry Como (exp. 6/22)
8:00		Toni Godfrey & His Friends
8:15		
8:30	Liggett-Myers Mr. Citizen	Frigidaire (alt. wks.) Pillsbury
8:45		
9:00	Remington Rand-Knomark (Alt. wks.) Masquerade Party	Colgate The Millionaire
9:15		
9:30	Sheaffer Pen Co., Admiral (alt. wks.) Penny To A Million	R. J. Reynolds I've Got A Secret L
9:45		
10:00		
10:15	Wednesday Night Fights Pabst Brewing Co. Mennen Co. L	TBA
10:30		
10:45		
11:00	Henny & Rocky Co-op L	Longines Chronoscope
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		
12:15 PM				
12:30	Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15		The Morning Show 7-9 a.m. Participating Sponsors		
9:30				
9:45				
10:00				Ding Dong School L (See Footnote)
10:15		Garry Moore Show and Arthur Godfrey Time (See Footnotes)		Borden Co. Way of the World L
10:30				*Sheilah Graham Show* L
10:45				
11:00				Participating Sponsors Home L
11:15		Colgate-Palmolive Strike It Rich L		
11:30				
11:45		Gen. Mills Toni Co. (alt.) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods The Inner Flame		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30				Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				Mr. Wizard L
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

SATURDAY (continued)

	ABC	CBS
1:30 PM		
1:45		
2:00		
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		
4:00		
4:15	ABC Film Horse Race Co-op L	
4:30		*College Press Conference* L
4:45		
5:00		Kellogg Co. (5-5:30)
5:15		Dixie Cup Co. Co-op (5:30-6) (alt. wks.)
5:30		Super Circus L
5:45 PM		

EVENING

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	*Kukla, Fran and Ollie*			
7:00	Tide Water Oil Daly–News			
7:15				
7:30	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
7:45		Gen. Electric Jane Froman		Camel News Caravan L
8:00	*Soldier Parade* (9-10 p.m. eff. 6/16) L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
8:15	Chevrolet T-Men in Action (Moves to Friday, 8:30-9 p.m. eff. 6/17)			
8:30	Brillo Star Tonight	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
8:45				
9:00	Pond's Extract Pond's Theatre	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Chesterfield Dragnet F
9:15		Philip Morris (alt. wks.) Revlon Public Defender F		Ford Theatre F
9:30		CBS-Columbia (alt. wks.) Gen. Mills Willy		Lever Bros. Lux Video Theatre L
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Kukla, Fran and Ollie*			
6:45	Miles Labs Daly–News			
7:00	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
7:15		Ligg. & Mys. Perry Como (Exp. 6/24)		Camel News Caravan L
7:30	Hotpoint Ozzie & Harriet F	General Foods Mama		*Midwestern Hayride* L
7:45				
8:00	Lehn & Fink Ray Bolger L (Ends 6/10)	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
8:15				
8:30	Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
8:45				
9:00	Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
9:15				
9:30		Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
9:45		American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person		
10:00				*Red Barber Show* L
10:15		Longines Chronoscope		
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30	*Tomorrow* L	Wrigley Gene Autry Show		
6:45				
7:00	*The Big Picture* F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:15				
7:30	*The Dotty Mack Show* L	Schick P&G Nestle Jackie Gleason		Pillsbury-Green Giant Mickey Rooney Show F
7:45		P&G Nestle America's Greatest Bands 6/25-9/24		
8:00	Ozark Jubilee Co-op 9-9:30 L	P. Lorillard Two for the Money L		Toni Co. So This Is Hollywood L
8:15				
8:30		P&G My Favorite Husband		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
8:45				
9:00	*Compass* F	Helene Curtis Inc. Professional Father		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:15				
9:30		Anheuser-Busch Damon Runyon Theatre		Geo. Gobel Show Armour (alt.) Pet Milk L
9:45				
10:00				Am. Tobacco Warner Hudnut Your Hit Parade L
10:15				
10:30				
10:45				
11:00				
11:15 PM				

DAYTIME

SUNDAY

	CBS	DuMONT	NBC
12:00 PM			
12:15			
12:30			
12:45			
1:00			Gen. Dynamics Corp. YouthWants To Know L
1:15			
1:30			Frontiers of Faith L
1:45	*Let's Take a Trip*		
2:00			*American Forum* L
2:15	*Now and Then*		
2:30			*Background* L & F
2:45	*Face the Nation*		
3:00			Quaker Oats Zoo Parade L
3:15			
3:30	*The American Week*		Hall Bros. Hall of Fame L
3:45			
4:00	*Adventure*		Heinz Capt. Gallant of the Foreign Legion F
4:15			
4:30			
4:45			
5:00			
5:15			
5:30			
5:45			

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
12:00 PM		P&G Welcome Travelers		
12:15				
12:30		Robert Q. Lewis (See Footnote)	All About Baby (See Footnote)	
12:45				
1:00		Art Linkletter's House Party (See Footnote)		
1:15				
1:30		Colgate Big Payoff MWF Sus. Tu. Th		Ted Mack Matinee L
1:45				
2:00		Bob Crosby (See Footnotes)		*The Greatest Gift* L
2:15				P&G L Concerning Miss Marlowe
2:30		P&G The Brighter Day		*Hawkins Falls* L
2:45		Am. Home Pr. Secret Storm		
3:00				First Love Jergens Co. L
3:15		P&G On Your Account		Frnch. Mstd World of Mr Sweeney L
3:30				Modern Romances Col.-Pal. L
3:45		Gen. Mills Barker Bill's Cartoons W&F		*Pinky Lee Show* L
4:00				
4:15				Howdy Doody (See Footnote)
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				

SATURDAY

	ABC	CBS	DuMONT	NBC
12:00 PM		Lever Bros. Uncle Johnny Coons		
12:15				
12:30				
12:45				
1:00				
1:15				
1:30				
1:45				
2:00				
2:15				
2:30		Falstaff Brewing and Co-op Baseball Game of the Week		
2:45				
3:00				
3:15				
3:30				
3:45				
4:00		Belmont Stakes June 11 only		
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45				

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Scott Paper, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Tue. Helene Curtis, Wed. & Fri. General Mills, Thu. S. C. Johnson.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. Gerber.
3:45-4 p.m., M., W., Fri.—General Mills. Tue.—Scott Paper Co. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody M-n.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Laden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School — Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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BROADCASTING TELECASTING

June 6, 1955

B·T TELESTATUS

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 579,904; N; $900
LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130; $200
► WJIM-TV (6) NBC, CBS, ABC; Petry; 431,800; N; $800
MARQUETTE†—
WAGE-TV (6) 4/7/54-July '55
MUSKEGON†—
WTVM (35) 12/23/52-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140.000; N; $300
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 41,817; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Headley-Reed; 54,515; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) NBC, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
HIBBING†—
KHTV (10) 1/13/54-Unknown
MINNEAPOLIS (ST PAUL)—
► KEYD-TV (9) DuM; H-R; 580,000; $600
► WCCO-TV (4) CBS; Free & Peters; 578,500; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 578,500; $750
ROCHESTER—
► KROC-TV (10) NBC; Meeker; 95,833; $200
MINNEAPOLIS (ST. PAUL)—
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,200

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-Fall '55
HATTIESBURG†—
WDAM (9) 5/4/55-Unknown
JACKSON—
► WLBT (3) NBC; Hollingbery; 122,765; N; $250
► WJTV (12) CBS, ABC, DuM; Weed; 117,000; $200
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; 115,200 $300
CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown
COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 77,360; $200
FESTUS†—
KACY (14) See footnote
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 158,400; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv; 116,075; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 87,500; N; $200
KANSAS CITY—
► KCMO-TV (5) ABC, DuM, CBS; Katz; 494,323; N, LF, LS; $750
► KMBC-TV (9) CBS; Free & Peters; 494,323; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 494,323; N, LS, LF; $860
KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 135,-445; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 785,162; N, LS, LF; $1,200
► KWK-TV (4) CBS; Katz; 725,000; N; $1,000
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 346,354; $400
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 65,987; N; $200
► KYTV (3) NBC, ABC; Hollingbery; 81,250; N, $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 22,000; $150
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC, DuM; Gill-Perna; 19,500; $150

NEBRASKA

HASTINGS†—
KTVR (5) NBC; 2/11/55-Fall '55
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC, NBC, DuM; Meeker; 68,754; $200
LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 127,629; $300
► KUON-TV (*12) 80,741
OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935; N; $700
► WOW-TV (6) NBC, DuM; Blair; 302,935; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
KSTF (10) 8/18/54-6/1/55 (granted STA 4/20/55)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC; Pearson; 28,600; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 28,280; $200
► KLRJ-TV (2) See Henderson
RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 19,140; $225
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER—
► WMUR-TV (9) ABC; Weed; 387,137; $250
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 58,166; $200
► KOB-TV (4) NBC; Branham; 58,197; $325
► KGGM-TV (13) CBS; Weed; 58,197; $250
ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 28,318; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Bolling; 165,000; N, LL, LF, LS; $250
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 329,890; N; $600
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 467,649 (plus 487,659 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC, CBS, DuM; Headley-Reed; 470,436 (plus 443,349 Canadian coverage); N; $950
WTVF (*23) 7/24/52-Unknown
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 65,650; $150
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 85,540; $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 33,600; $100
ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 307,000 (plus 55,000 Canadian coverage); N; $700
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690; N; $600
► WVET-TV (10) ABC, CBS; Bolling; 285,690; N; $600
WCBF-TV (15) 6/10/53-Unknown
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 432,800; N; $850
SYRACUSE—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 365,820; N, LS, LF; $800
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS, DuM; Cooke; 163,000; N; $475

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, DuM; Venard; 319,470; $250
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 491,159; N, LS, LF; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS, NBC; Headley-Reed; 224,500; $350
FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; Young; 4/13/54-8/1/55
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 323,560; N, LS, LF; $650
GREENVILLE—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 109,450; $300
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON†—
WITN (7) NBC; 10/27/54-Sept. '55
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 72,500; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 274,706; N; $450
► WTOB-TV (26) ABC, DuM; H-R; 92,890; $200

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 28,250; $150
North Dakota Bcstg. Co. (12) 5/18/55-Unknown
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,-660; $300
GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 28,660; $150
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 80,000; $300

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) CBS; 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 724,140; $850
►WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
►WLWT (5) NBC; WLW Sls.; 525,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
►WEWS (5) ABC, DuM; Branham; 1,095,640; N; $1,050
►WNBK (3) NBC; NBC Spot Sls.; 1,195,000; N, LS, LF; $1,300
►WXEL (8) CBS; Katz; 1,090,820; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
►WBNS-TV (10) CBS; Blair; 450,636; N; $825
►WLWC (4) NBC; WLW Sls.; 350,800; N; $480 (half-hour)
►WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
WOSU-TV (*34) 4/22/53-Unknown

DAYTON—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
►WLWD (2) ABC, NBC; WLW Sls.; 331,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
►WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,074,415; $400
►WTRF-TV (7) See Wheeling

TOLEDO—
►WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 372,980; N; $850
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
►WFMJ-TV (21) NBC; Headley-Reed; 149,000; N; $350
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 151,168; N; $350

ZANESVILLE—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
►KTEN (10) ABC; Venard; 180,000; N, LF, LS; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
►KGEO-TV (5) ABC; Pearson; 206,000; N; $225

LAWTON†—
►KSWO-TV (7) DuM; Pearson; 68,350; $150

MUSKOGEE†—
►KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N; $400

OKLAHOMA CITY—
►KTVQ (25) ABC; 167,381; $225
►KWTV (9) CBS, DuM; Avery-Knodel; 315,000; N; $700
►WKY-TV (4) NBC, ABC; Katz; 334,860; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote

TULSA—
►KOTV (6) CBS; Petry; 281,588; N; $700
►KVOO-TV (2) NBC; Blair; 248,000; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
►KVAL-TV (13) NBC, ABC, DuM; Hollingbery; 54,000; $225

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

MEDFORD—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,350; $150

PORTLAND—
►KLOR (12) ABC; Hollingbery; 276,100; N; $500
►KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400; N; $700
►KPTV (27) NBC, DuM; NBC Spot Sls.; 254,573; N, LF, LS; $550
North Pacific Tv Inc. (8) Initial Decision 6/16/54

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528; N; $600

BETHLEHEM—
►WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915; $150

ERIE—
►WICU (12) NBC, ABC, DuM; Petry; 218,500; N; $700
►WSEE (35) CBS, ABC; Avery-Knodel; 74,000; N; $200

HARRISBURG—
►WCMB-TV (27) Forjoe; $200
►WHP-TV (55) CBS; Bolling; 193,002; $325
►WTPA (71) ABC, NBC; Headley-Reed; 193,002; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
►WARD-TV (56) ABC, CBS, DuM; Weed; $200
►WJAC-TV (6) CBS, NBC, DuM; Katz; 878,121; N, LS, LF; $750

LANCASTER—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448; N, LS, LF; $900
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
►WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N; $3,000
►WFIL-TV (6) ABC, DuM; Blair; 2,043,972; N, LS, LF; $2,400
►WPTZ (3) NBC; Free & Peters; 2,088,318; N; $2,500

PITTSBURGH—
►KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N; $1,400
►WENS (16) ABC, CBS, NBC; Petry; 475,000; $450
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote

READING—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000; $150
►WHUM-TV (61) CBS; H-R; 219,370; $300

SCRANTON—
►WARM-TV (16) ABC; Hollingbery; 200,000; $225
►WGBI-TV (22) CBS; Blair; 250,000; $300
►WTVU (73) Everett-McKinney; 250,000 $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
►WBRE-TV (28) NBC; Headley-Reed; 255,000; N; $400
►WILK-TV (34) ABC, DuM; Avery-Knodel; 263,000; N; $250

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
►WNOW-TV (49) DuM; Forjoe; 97,000; $200
►WSBA-TV (43) ABC; Young; 97,000; $200

RHODE ISLAND

PROVIDENCE—
►WJAR-TV (10) NBC, ABC, DuM; Weed; 1,404,002; N; $1,000
►WNET (16) ABC; Raymer; 95,250; $200
►WPRO-TV (12) CBS; Blair; $1,000

SOUTH CAROLINA

ANDERSON—
►WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
►WCSC-TV (5) CBS, ABC; Free & Peters; 187,851; N; $300
►WUSN-TV (2) NBC; H-R; 174,602; $300

COLUMBIA—
►WCOS-TV (25) ABC; Headley-Reed; 80,000; $200
►WIS-TV (10) NBC, DuM; Free & Peters; 167,334; $350
►WNOK-TV 67) CBS; Raymer; 82,000; $200

FLORENCE—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 125,320; $250

GREENVILLE—
►WFBC-TV (4) NBC; Weed; 347,196; N; $400
►WGVL (23) ABC, DuM; H-R; 113,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
KOTA-TV (3) Headley-Reed; 12/8/54-6/1/55 (granted STA 5/25/55)

SIOUX FALLS—
►KELO-TV (11) NBC, ABC, CBS, DuM; Raymer; 123,171; $300

TENNESSEE

CHATTANOOGA —
►WDEF-TV (12) NBC, ABC, CBS, DuM; Branham; 140,545; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
►WDXI-TV (7) CBS; Burn-Smith; 89,786; N; $200

JOHNSON CITY—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 168,123; $250 (film)

KNOXVILLE—
►WATE (6) NBC, ABC; Avery-Knodel; 194,430; N; $400
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
►WHBQ-TV (13) CBS; Blair; 349,034; $700
►WMCT (5) ABC, NBC, DuM; Branham; 349,034; N; $700
WREC Bcstg. Service (3) 5/26/55-Unknown

NASHVILLE—
►WSIX-TV (8) ABC, DuM; Hollingbery; 243,200; $320
►WSM-TV (4) NBC, DuM; Petry; 243,200; N, LF, LS; $600

OLD HICKORY (NASHVILLE)—
►WLAC-TV (5) CBS; Katz; 247,542 N; $550

TEXAS

ABILENE†—
►KRBC-TV (9) ABC, NBC, CBS, DuM; Pearson; 44,875; $225

AMARILLO—
►KFDA-TV (10) ABC, CBS; H-R, Browne; 72,214; $250
►KGNC-TV (4) NBC, DuM; Katz; 72,214; $250

AUSTIN—
►KTBC-TV (7) CBS, ABC, NBC, DuM; Raymer; 115,573; N; $350

BEAUMONT†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
►KFDM-TV (6) CBS, ABC; Free & Peters; $300

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

CORPUS CHRISTI†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 42,500; $150
Gulf Coast Bcstg. Co. (6) Free & Peters; Initial Decision 6/17/54
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
►KRLD-TV (4) CBS; Branham; 481,489; N; $950
►WFAA-TV (8) ABC, NBC; Petry; 481,489; N; $900
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
►KROD-TV (4) CBS, ABC, DuM; Branham; 73,721; $375
►KTSM-TV (9) NBC; Hollingbery; 69,472; $250
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
►WBAP-TV (5) ABC, NBC; Free & Peters; 480,000; N, LL, LF, LS; $900
KFJZ-TV (11) H-R; 9/17/54-9/1/55

GALVESTON†—
►KGUL-TV (11) CBS; CBS Spot Sls.; 394,000; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
►KGBT-TV (4) CBS, ABC, DuM; H-R; 62,000; $200 (plus 8,000 Mexican coverage)

HOUSTON—
►KPRC-TV (2) NBC; Petry; 415,000; N; $900 (film)
►KTRK (13) ABC, DuM; Blair; 415,000; N, LF, LS, LL; $700
►KUHT (*8) 372,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LONGVIEW†—
►KTVE (32) Forjoe; 48,000; $175

LUBBOCK†—
►KCBD-TV (11) ABC, NBC; Raymer; 82,322; N; $250
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 82,322; N; $300 (film)

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250; $200

ODESSA†—
Odessa Tv Co. (7) Initial Decision 11/18/54

SAN ANGELO—
►KTXL-TV (8) CBS, ABC, NBC, DuM; Venard; 41,243; $200

B•T TELESTATUS

SAN ANTONIO—
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 255,183; N; $700
► WOAI-TV (4) ABC, NBC, DuM; Petry; 252,562; N; $700
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 121,086; N; $250

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, DuM; Venard; 131,-990; $260

TYLER†—
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107; $200
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 47,755; $150
► KWTX-TV (10) Pearson; 71,250; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 62,000; $200 (plus 8,000 Mexican coverage)

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 102,780; N; $300
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 94,130; N; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100; N; $575
► KTVT (4) NBC; Katz; 174,100; N; $550
► KUTV (2) ABC; Hollingbery; 181,500; $450

VERMONT

BURLINGTON—
► WMVT (3) CBS, ABC, NBC; Weed; 136,241; $250

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000; N; $300

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 112,363; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
► WACH-TV (33) Walker; $300 (simulcast)

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 356,492; N; $800
► WVEC-TV (15) See Hampton
WTOV-TV (27) See footnote
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG†—
WXEX-TV (8) NBC; 9/29/54-8/1/55

RICHMOND—
► WTVR (6) NBC; Blair; 490,425; N, LF, LS; $875
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 353,133; N; $500
WDBJ-TV (7) CBS; Free & Peters; 3/31/55-Fall '55

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 183,539; $200

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO†—
► KEPR-TV (19) 52,321 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KING-TV (5) ABC; Blair; 435,100; LF, LS; $900
► KOMO-TV (4) NBC; Hollingbery; 435,100; N; $800
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 125,170; N, LF, LS; $500
► KREM-TV (2) ABC; Petry; 107,171; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 114,702; $490

TACOMA (SEATTLE)—
► KTVW (13) Young; 435,280; $425
► KTNT-TV (11) CBS, DuM; Weed; 435,100; N; $700

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 52,321; $300
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
WHIS-TV (6) Katz; 10/29/54-Unknown

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402, 584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 577,773; N, LF, LS; $800
WHTN-TV (13) 9/2/54-Summer '55

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 306,000; $200

PARKERSBURG†—
► WTAP (15) ABC, NBC, DuM; Pearson; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, DuM; Headley-Reed; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 90,000; $250

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 104,500; N; $250
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000; $200
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N; $700
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 774,803; N, LL, LF, LS; $1,150
► WTVW (12) ABC, DuM; Petry; 550,000; N, LF, LS
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 106,750; $250
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, ABC, NBC, DuM; Meeker; 67,200; $200

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, CBS, NBC; Fletcher, N. Y., Day, Seattle; 15,500; $150
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC, CBS; Weed; $150
► KTVF (11) DuM; Alaska Radio-Tv Sales; 3,500; $135

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 65,000; $300
► KONA (11) NBC; NBC Spot Sls.; 71,192; $300
► KULA-TV (4) ABC, DuM; Young; 71,461; $300

WAILUKU†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WUTV (*6) 2/2/55-Unknown

CANADA

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 20,000; $200

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Oakes; 18,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 347,215

KINGSTON, ONT.—
► CKWS-TV (11) All-Canada, Weed; 35,000

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Weed; 112,000

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 99,874

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

OTTAWA, ONT.—
CBOT (4) CBC; CBC; 38,500

PETERBOROUGH, Ont.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 6,844

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Weed; 30,000

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 12,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 24,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC; All-Canada; Weed; $160

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; Weed; 7,500

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,809

SYDNEY, N. S.†—
► CJCB-TV (4) Weed; 17,426

TORONTO, ONT. —
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 30,000

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; DuM; Young; 1,496,000

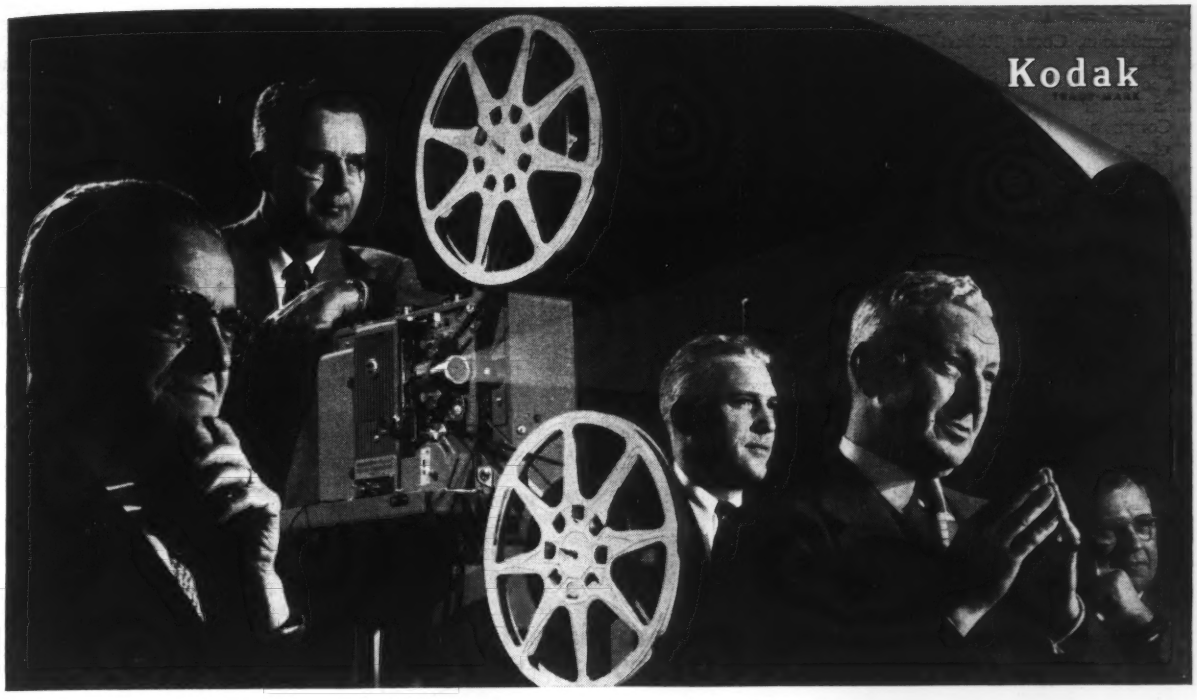
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; Oakes; 61,453

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTVU (TV) Stockton, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



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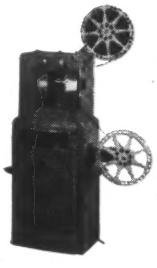
You can prove to yourself that a Pageant will be your best friend for selling sight and sound. Let your Kodak Audio-Visual Dealer help you pick and try out the Pageant model that best fits your needs. He also has for you a free copy of a new color catalog giving full details on the new Pageant line. See him soon, or just mail us the coupon below.

For all your TV movie-equipment needs...

FOR PERMANENT INSTALLATION



The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultrasmooth performance. Light source may be either tungsten or high-intensity arc.

ANYTHING THAT MOVES

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With preloaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

EASTMAN KODAK COMPANY 6-82
Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on Kodascope Pageant Sound Projectors ☐ Eastman 16mm. Projector, Model 25 ☐ Cine-Kodak Special II Camera ☐

NAME_____ TITLE_____

COMPANY_____

STREET_____

CITY_____ STATE_____
(Zone)

(Government continues from page 64)

gineering conditions, Comr. Robert T. Bartley dissented.

Pending before the Commission is an application for a similar grant from the non-profit Orchards Community Tv Assn. for the establishment of a booster-translator station at Clarkston, Wash., to pick up and rebroadcast Spokane's ch. 4 to that community and its sister community across the Snake River, Lewiston, Idaho. Objection has been filed by the Lewiston community tv system, Pacific Northwest Television, on the ground that the grant would jeopardize the success of CP-holder ch. 3 KLEW-TV Lewiston and its own operation.

FCC Calls for Hearing On WNIA Extension Plea

APPLICATION of Gordon Brown's WNIA Cheektowaga, N. Y., for extension of completion date was designated by FCC last week for hearing on July 11. Diligence in construction is at issue, the Commission said. Permit for WNIA, specifying 250 w fulltime on 1230 kc, was issued in mid-1953.

The Commission denied a petition by Walter J. Urbanski to participate as a party in interest in the hearing, but afforded him opportunity to testify as a public witness. Mr. Brown, FCC said, explained delays in construction as due to zoning problems and demands on his time to complete construction of WSAY Rochester. But according to Mr. Urbanski, FCC stated, Mr. Brown "created reasons" to obtain extensions of completion for WNIA and has been constructing WSAY for seven years. Mr. Urbanski and other local businessmen want to file for the channel, FCC indicated.

Right to Hearing Argued Before Court by WTRI (TV)

IS the FCC required to hold a hearing before it can deny the request of a protestant for a stay of a grant made without a hearing? That was the legality argued before a three-judge appeals court in Washington.

Argument was on the appeal by now-dark WTRI (TV) Albany, N. Y., against the Commission's action refusing to stay the approval of the sale of WROW-TV Albany to Lowell Thomas and associates [B•T, May 16]. Commission held that Sec. 309 (c) of the Communications Act required a stay except where continued service was, in its opinion, necessary. Before WROW-TV's transfer, the station told the FCC it was questionable whether it could continue operating. WTRI claimed it should have had a hearing before the request for a stay was denied. WROW-TV backed the Commission's action.

The argument was heard by Circuit Judges Charles Fahy, Walter M. Bastian and John A. Danaher. Representing the FCC was Edward W. Hautanen; WTRI, George Bunn, and WROW-TV, D. M. Patrick.

FCC Approval Sought For KOAT-TV Switch

APPLICATION to relinquish control of KOAT-TV Albuquerque, N. M., has been filed with the FCC by Alvarado Broadcasting Co.

The transfer arises through a redistribution and issuance of approximately 20,000 shares of new stock. Under the plan, designed to obtain new operating capital for the station, no one stockholder will hold majority of stock. Two new stockholders, Dr. Alfred L. Lopez, Albuquerque dentist, and William J. Wylder, KOAT-TV announcer, each pay $1,500 for 4.5% interest. Albuquerque Broadcasting, former owner of 56% interest, will now own 30%, and Albuquerque Exhibitors Inc., former owners of 35% interest, will have 33% interest under the refinancing plan.

KOAT-TV balance sheet as of Feb. 28, 1955, reported its total assets as $397,263 with total current assets as $43,448. Total current liabilities were listed as $238,556 and a deficit of $183,863.

Examiner Clears KGUL-TV For Move Nearer Houston

AN FCC examiner last week recommended that ch. 11 KGUL-TV Galveston, Tex., be permitted to move its transmitter nearer Houston [B•T, Nov. 1, Oct. 25, 1954]. Initial decision by FCC Hearing Examiner John B. Poindexter said protestant ch. 13 KTRK-TV Houston failed to prove its case. At stake is the CBS-TV affiliation for the Houston-Galveston area.

FCC permission for KGUL-TV to move its transmitter from 22 miles northwest of Galveston (with a 550-ft. antenna) to a site 27 miles from Galveston and 24 miles from Houston (with a 1,250-ft. antenna) was granted last September. KTRK-TV protested on the ground that this was an attempt to circumvent the table of allocations by making ch. 11 a Houston station instead of a Galveston station.

Examiner Poindexter found that KGUL-TV puts the required minimum signal over Galveston from the new site and the fact that Houston also receives city service cannot be held to conflict with the allocation table. He pointed out that at its present location KGUL-TV already puts a Grade A signal over parts of Houston. He found that KGUL-TV has been programmed as a Galveston station and will continue to be so operated. Pertinent to the question of city "straddling" was this comment by Mr. Poindexter:

"Since KGUL-TV's service area encompasses Houston, should KGUL-TV be penalized for seeking to take advantage of this lucrative advertising market, provided it does not neglect the people of Galveston in its programming and does not fail to provide the people of Galveston an outlet for local expression? There is no probative evidence in the record to support the assertion that KGUL-TV has neglected, or will under the proposal under protest, neglect the needs of the people of Galveston."

S-C Seeks Switch Of Rochester Stations

STROMBERG-CARLSON Co. has asked FCC approval of the transfer of its Rochester outlets WHAM-AM-WHFM (FM)-WHAM-TV to a wholly-owned subsidiary, Stromberg-Carlson Broadcasting Co., as a prelude to the contemplated merger with General Dynamics Corp. [B•T, May 2].

The transfer is part of an overall merger plan approved by the board of directors of both companies. Under the plan, stockholders of Stromberg-Carlson will get one share of General Dynamics stock with a par value of $1 for each share of Stromberg-Carlson stock with a par value of $10 at the time the acquisition is affected. Stockholders of both corporations will vote on the plan on June 28, and if approved, Stromberg-Carlson will become the Stromberg-Carlson Division of General Dynamics Corp.

The transfer of the broadcast facilities to a wholly-owned subsidiary of Stromberg-Carl-

SOMETHING TO CROW ABOUT!

The wonderful comments on—

SYLVAN SHULMAN'S MOOD RHYTHMS ORCHESTRA

". . . excellent! Shulman seems to have hit just the right 'key' for Mood Rhythms."

WHAI, Greenfield, Mass.

"Delightful!"

WGKV, Charleston, West Va.

"Excellent! We need more of this type of thing."

WTTB, Vero Beach, Fla.

"Once again SESAC scored with their latest recordings of Sylvan Shulman!"

CKTS, Sherbrooke, Que.

SESAC

475 Fifth Ave. *"the best music in America"* **New York**

HOW OILMEN HELPED TO CREATE...

New Conveniences For America's Shoppers

by THEODORE V. HOUSER

Chairman of the Board,
SEARS, ROEBUCK AND COMPANY

Between 1920 and 1925 alone, the number of automobile registrations in this country more than doubled. At Sears, we became convinced that the widespread use of automobiles was going to cause a major change in the nation's shopping habits. Therefore, in 1925, Sears opened the first of many outlying retail stores. We believed that shoppers would respond favorably to the merchant who could provide a solution to the parking problem. As you know, that is exactly what happened.

However, neither the widespread ownership of automobiles, nor the resulting new pattern of merchandising, would have occurred without the efforts of the oil industry.

The production efficiency achieved by the petroleum companies has brought gasoline and oil to a price point where everybody can afford it. The distribution pattern set up by the oil industry has made their products conveniently available to all. The research activities of the industry have provided products that meet and encourage the technical advances of the automobile manufacturers. Neither accessibility of supply nor quality nor price of product has ever been a barrier to ownership of an automobile.

The record of both the retail industry and the oil industry is a record of parallel growth and development, each with its emphasis on lower distribution costs, greater customer convenience and improved quality. These developments have been not only parallel, but interdependent.

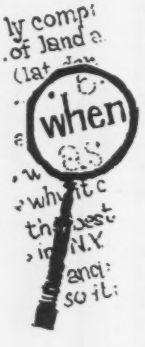
It seems to me that this record of growth in both industries is an excellent example of how alert businesses interact and respond to the needs of a competitive economy. This drive for growth and improvement is inherent in America's competitive system. The recognition of the value of competition on the part of American consumers and the wise use of the opportunity for competition on the part of American business have created a pressure for progress that has resulted in the unique richness of the American standard of living. As a symbol of our economic system, and as a contributor to our standard of living, the petroleum industry is an outstanding example.

As Chairman of the Board of Sears, Roebuck and Co., Theodore V. Houser heads the world's largest distributor of general merchandise. Once characterized as "the greatest master of mass merchandising in the U.S.," Mr. Houser is an expert on America's changing shopping habits and on the part oilmen play to make these changes possible.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U.S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.

EVEN **WEBSTER** WATCHES

en·ter·tain'ment, *n.* A source of amusement, a diverting performance. Synonym, according to Webster, for WHEN-TV.



Webster can't find words to describe WHEN-TV. But the folks of Webster (literate, sensible people that they are*) don't scrabble around looking for new ways to say "Great! Terrific!"** As in 250 similar upstate N. Y. communities*** they just sit back and enjoy themselves, so receptive they purr.

You can learn from Webster and improve your spelling on words like "profit." Better still, take a short course on Channel 8.

* Just *love* Channel 8.
** There aren't any.
*** 2¼ million total population.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES
W·H·E·N TV
CHANNEL 8
SYRACUSE, N.Y.

son and not directly to General Dynamics was necessary because General Dynamics has two Canadian citizens on its board of directors and one Canadian officer. If the merger is approved, Stromberg-Carlson Broadcasting Co. will be wholly-owned subsidiary of General Dynamics.

Robert S. Tait, president of Stromberg-Carlson, will be board chairman of the new subsidiary and William Fay, now vice president of Stromberg-Carlson's Broadcasting Division, will become president of the subsidiary.

Balance sheet as of March 27, 1955, listed the total assets of the broadcast outlets at $1,728,000, with total current assets as $296,000.

Modification of Rules Gets Approval of FCC

MULTIPLE modifications of its rules and engineering standards, chiefly to bring them up to date and transfer certain radio standards to the rules, have been approved by FCC substantially as proposed a year ago [B•T, May 10, 1954].

One major change is to provide for "type acceptance" of television transmitters, not heretofore covered, and to provide for type acceptance instead of "type approval" of am and fm transmitters. This brings the broadcast rules into conformity with the newly adopted type acceptance procedure set forth in Part 2 of the rules, FCC explained, pointing out that lists of type-accepted equipment no longer will appear in the rules but will be available for inspection at the Washington office or field offices of the FCC.

Other changes, largely technical in nature, relate to directional antenna proof of performance and other data, field intensity measurements and direct measurement of operating power. FCC's standard of 30-kc separation between am stations also was added to the rules as new Sec. 3.37.

Tv May Doom Outdoor Rally, Florida Politician Predicts

A PREDICTION that the use by political candidates of the facilities of WMBR-TV Jacksonville, Fla., will spell the end of outdoor political rallies in Duval County, has been made by a county Democratic official.

Edgar W. Waybright Sr., senior chairman of the Duval County Democratic Executive Committee, said telecasts on WMBR-TV during the county's first and second primaries by 55 candidates seeking various Jacksonville offices resulted in heavier-than-normal voting in the second primary.

He said the Duval County Democratic group sponsored a series of WMBR-TV telecasts during the first and second primaries. Each program was for a half-hour, with candidates receiving specified periods ranging from a half-minute to five minutes each. The committee, he said, bore the greater part of financing, with each candidate paying only a small fee.

WMBR-TV relinquished network broadcast time on the eves of both primaries in the interest of public service.

Advantages of campaigning on WMBR-TV, Mr. Waybright said, are: (1) greater audience coverage than the outdoor rally; (2) more personal contact with the voter; (3) greater interest in government; (4) encouragement of voting by repeated telecasts, (5) more interest by all members of the family, and (6) removal of impeding factors such as bad weather, poor acoustics and crowded conditions.

Predicting that "all other counties throughout Florida and the country" will "join in this progressive movement," Mr. Waybright said, "I believe that all future rallies will be held on television."

'Teas for Tv' Plan Given So. Calif. Demo Women

SOUTHERN CALIFORNIA Democratic women's groups are being urged to join in a national "Teas for Tv" movement, designed to aid the Democrats to raise funds for tv time purchases during the forthcoming 1956 presidential campaign.

Mrs. Katie Louchheim, women's activities director of the Democratic National Committee, proposed the "tv tea parties" to local party leaders during a recent visit. According to Southern California Democratic spokesmen, the program will probably get underway by this Labor Day with the slogan, "Come and take a cup of tea; put the Democrats on tv."

The plan involves a "human chain" principle, in which one woman invites 10 guests to a tea party in her home, for which each contributes $1 towards the Democratic tv fund. Each guest is then pledged to invite 10 other guests to her home for a similar contribution. By the end of the fourth round, party officials estimate that a fund of $10,000 can be raised to buy tv time for Democratic candidates.

Business Census Funds Cut in House Measure

THE HOUSE has passed and sent to the Senate the fiscal 1956 appropriations bill (HR 6367) for the Dept. of Commerce. The bill contains House cuts of $655,000 for the Census Bureau's census of business, manufactures and mining, and $500,000 for its census of agriculture.

The measure, as passed by the House, cuts the business census funds from the $4,655,000 estimated by the Budget Bureau to $4 million. The agriculture census funds were cut from $6 million to $5.5 million.

The House cut Census Bureau salaries from the $7.4 million Budget Bureau estimate to $6.2 million—same as the fiscal 1955 appropriation. The business census was appropriated $8,430,000 for fiscal 1955—the agriculture census $16 million.

The House also replaced $100,000—which had been requested for the Commerce Dept.'s Office of Business Economics for incorporating results of the business census into OBE's national accounts for use by business—with $75,000 "to finance a special study of unemployment."

Secretary of Commerce Sinclair Weeks asked a Senate Appropriations subcommittee, which held hearings on the House-passed bill, to restore the House cuts.

He said the business census fund cuts will seriously delay the release of results and his department will be unable to meet its commitment to accelerate the publication dates.

The Commerce Dept.'s Bureau of Standards received $7 million—a $750,000 cut from Budget Bureau estimates, but $1 million more than for fiscal 1955. The increase will be used to make "adjustments required by the Comptroller General" and to expand "research and testing and radio propagation and standards."

Relief for Films to P. R.

IMPORTS into Puerto Rico of 16 mm Spanish-language film for television broadcasting purposes would be exempted from the present tariff under provisions of a bill (HR 6328) introduced by Rep. W. Sterling Cole (R-N. Y.). The measure was referred to the House Ways & Means Committee.

Electric companies at work on atom power plants

Push development of vast new source of electricity

Top engineers of electric light and power companies are speeding work on ways to make atomic-electricity practical for everyday uses.

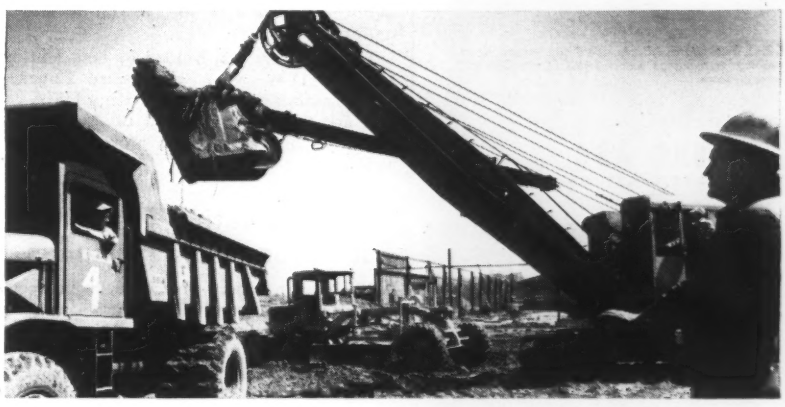
The first atomic-electric plant for serving the public is now being built near Pittsburgh, Pa. Proposals for four others—near New York, Chicago and Detroit, and in western Massachusetts — are in the hands of the Atomic Energy Commission.

The power from these pioneering plants will probably be expensive to make, yet will be sold at regular rates. From these first plants, however, the electric companies expect to learn much about more economical and efficient atomic-electric projects for the future.

Reducing the cost of making atomic-electricity is problem No. 1 —because electricity is already so cheap in America and we have plenty for our needs today.

However, the atom's promise of more power for the future is tremendous. The big job is to make it practical and economical. But the electric companies have solved other tough problems in bringing more and more electricity to more and more people, at lower and lower rates. They'll solve this one for you, too.

Electric company engineers arrange wooden models of the uranium rods that are the atomic fuel for certain types of atomic-electric plant. Several dozen such uranium rods can supply enough heat to generate a year's electricity for a good-sized city.



First commercial atomic-electric plant in America is under construction at Shippingport, Pa., near Pittsburgh. The atomic heat-producing unit will be below ground level. Turbines, generators and other electric equipment will be the same as in plants using other fuels.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

There's Real Sales Potential Here!

a billion dollar market!

all or part of 12 counties and over 100 communities—23 towns over 5,000 population—77 towns over 1,000 population.

Rockford alone is 31% ABOVE NATIONAL AVERAGE on per capita income and 20% ABOVE NATIONAL AVERAGE on per family income. Rockford is the second largest machine tool manufacturing city in the U. S.

The 44,637 farm households in this rich area have an average income of TWICE THE NATIONAL AVERAGE.

WREX-TV Rockford, Illinois, the 7-city station dominates this tremendous market with 58 top CBS-ABC network shows.

CBS ABC
AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS

J.M. Baisch, General Mgr.

Represented by H-R TELEVISION, INC.

Kefauver Introduces Bill Granting All Media Access

EQUAL ACCESS to Senate committee hearings would be granted to all media under the provisions of a measure (S Res 101) introduced by Sen. Estes Kefauver (D-Tenn.) on behalf of himself and 17 other senators.

The resolution, referred to the Senate Rules Committee, provides for equal access to all media "subject to the physical limitations of the hearing room and consideration of the physical comfort of committee members, staff and witnesses." But a witness could avoid being televised, filmed or photographed if he objects on the ground of "distraction, harassment or physical handicap."

The resolution on "fair committee procedure" is sponsored by Sen. Kefauver, Republicans Margaret Chase Smith (Me.) and Irving Ives (N. Y.), and Democrats Dennis Chavez (N. M.), Paul H. Douglas (Ill.), Albert Gore (Tenn.), Hubert H. Humphrey (Minn.), Herbert H. Lehman (N. Y.), Warren G. Magnuson (Wash.), Mike Mansfield (Mont.), Pat McNamara (Mich), Wayne Morse (Ore.), James E. Murray (Mont.), Matthew M. Neely (W. Va.), Richard L. Neuberger (Ore.), John O. Pastore (R. I.), W. Kerr Scott (N. C.) and John J. Sparkman (Ala.).

World Wide Broadcasting Praises USIA Latin Shows

SPANISH and Portuguese language broadcasts shortwaved to Latin America by World Wide Broadcasting System's WRUL Scituate, Mass. —and rebroadcast "at no extra cost" by 54 commercial stations in South and Central America and the Caribbean—are being well received, a Senate Appropriations subcommittee has heard.

Walter S. Lemmon, World Wide president, and Leonard H. Marks, the firm's Washington counsel, told a Senate group studying the U. S. Information Agency's fiscal 1956 budget that the programs originated in the U. S. have around 2.6 million listeners in Latin America. WRUL also shortwaves programs to Scandinavian Europe.

Mr. Lemmon asked that the $255,000 allotted to World Wide by USIA in 1955 for this work be boosted to a minimum of $450,000 for 1956. WRUL also shortwaves commercially-sponsored programs to the Latin American stations.

The Senate group, headed by Sen. Harley M. Kilgore (D-W. Va.), also heard Eugene W. Castle, author of a book criticizing USIA activities, ask that USIA's Voice of America funds be cut $4 million from the proposed $18.2 million.

Libel Protection Plea Put Before Gov. Harriman

APPEAL for greater protection to independent radio stations from libel suits arising from broadcast statements during political campaigns has been made to New York Gov. Averell Harriman by Fred Barr, program manager of WWRL New York. Mr. Barr explained that usually political candidates confine their appearances to network radio stations and independent stations present persons who speak in behalf of the candidate.

Although a new law signed April 23 states that New York state stations and their employes are free from liability for defamatory statements by any legally qualified political candidate during a political broadcast, Mr. Barr believes the law "does not lend too much assistance to the average independent station." Under the new law a radio outlet is not immune from damage suits resulting from remarks made by speakers representing the candidate, he said.

In his letter Mr. Barr urged that New York follow the example of Connecticut, which recently enacted a law sponsored by the Connecticut Broadcasters Assn. It provides protection against liability for remarks made by any person not an employe of the station. The protection is not restricted solely to broadcasts by candidates of political parties. According to Mr. Barr, the Connecticut libel law provides a broader protective base for the independent stations.

Illinois Legislation Sought To Tax Tv Fight Proceeds

A PROPOSAL will be introduced shortly in the Illinois state legislature to impose a 5% tax on proceeds of televised boxing and wrestling matches as in other states. Livingston Osborne, chairman of the Illinois Athletic Commission, is pushing the legislation, which he said has Gov. William Stratton's support. Mr. Osborne said Illinois is the "only big state that hasn't got a tv tax" and noted the levy is in effect in New York, Michigan, Minnesota, Pennsylvania and Massachusetts. He said it was necessary because of declining attendance and that the 10% state tax on gate receipts may not be adequate to pay expenses of running the commission's board.

FCC Interested in Color Plan

FAVORABLE interest in RETMA's efforts toward a voluntary standard for color test signals has been expressed by FCC in its reply to a letter on the subject by RETMA Director W. R. G. Baker, vice president of General Electric Co. Dr. Baker told the Commission RETMA is seeking a standard color bar transmission which would permit servicemen to install and adjust color tv receivers during normal working hours even though color programs were not being aired. The color bar would be located at the edge of regular monochrome programs and not seen by the home viewer. FCC said it "appreciates being advised of this development" and hopes to be informed of results.

Senate Restores USIA Funds

THE SENATE last week restored almost all of $8 million in cuts made by the House from the U. S. Information Agency's $88.5 million fiscal budget for 1956. Final amount approved by the Senate was $88,350,000, which replaces the cut by the House of all Voice of America tv program activities and some of its broadcast activities.

Funds Bill to House Floor

THE House Appropriations Committee has reported out a bill making appropriations to the Executive Office of the President for fiscal 1956. The measure provides $161,000 for the Office of Defense Mobilization's Interdepartmental Radio Advisory Committee, same as for fiscal 1955. The bill went to the House floor for action last Wednesday. IRAC is responsible for allocating radio frequencies among government agencies and developing overall government telecommunications policies.

Hyde, Turner to Witness Coast Guard Rescue Tour

FCC Comr. Rosel H. Hyde and George Turner, chief of the Commission's Field Engineering & Monitoring Div., have left Washington for the Pacific on a Coast Guard air-sea rescue demonstration tour aboard the cutter *Wachusett*. FCC monitors are key participants in many rescue operations, giving "fixes" on the location of disaster signals. Comr. Hyde and Mr. Turner also will inspect FCC offices in Hawaii and the U. S. West Coast before returning to Washington in mid-June. Comr. Hyde will visit two Broadcast Music Inc. clinics in June on his return trip [B•T, May 30].

Neustadt, Ex-FCC Attorney Joins Cohn & Marks Law Firm

STANLEY S. NEUSTADT, trial attorney in the FCC General Counsel's office who resigned May 24, has joined the law firm of Cohn & Marks in Washington, it was announced last week.

Mr. Neustadt received a B.A. degree with general honors from Columbia U., New York, in 1943, and an LL.B. degree from Columbia Law School in 1947. He was with the New York law firm of Bergerman & Hourwich until he joined the FCC in September 1948 as confidential assistant to Comr. Frieda B. Hennock.

During World War II, Mr. Neustadt was an Army Air Force pilot with the Troop Carrier Command, serving in the South Pacific with the rank of first lieutenant. He received the Air Medal.

Mr. Neustadt is a member of the New York Bar and of the bar of the U. S. Court of Appeals in Washington. He is married, has one daughter and makes his home in Alexandria, Va.

Atty. Spearman Recuperating

JOHN SPEARMAN, Washington attorney in the firm of Spearman & Roberson, was expected to return home this week after three weeks in Washington's Doctors Hospital following a heart seizure May 19. Mr. Spearman is the brother of Paul D. P. Spearman, senior member of the firm, who has been invalided since 1953 following a stroke.

AFRS Releases Three

TERMINATION of contracts of Bud Widom, Fred Hessler and Dave Young, civilian program packager - announcer - commentators, was announced by Armed Forces Radio Service, Hollywood, as part of a retrenchment program forced by budget cuts.

According to an AFRS spokesman, since Messrs. Widom, Hessler and Young are not civil service employes but independent contractors, their contracts end effective June 30. However, no further personnel cuts are presently contemplated, the spokesman added.

AFRS Hollywood will continue to transcribe commercial radio programs and to kinescope certain commercial tv programs for overseas release to service men, in accordance with present agreements, he said.

Examiner Bill Introduced

A BILL which would give hearing examiners of government agencies lifetime status and the pay of a Civil Service Commission GS-18 has been introduced by Sen. Estes Kefauver (D-Tenn.). The examiners would be selected by a three-man Board of Examiner Administration.

Advertisement

From where I sit *by* Joe Marsh

Buz "Badgers" 'Em into Coming

Attendance at Rotary Club meetings was a real problem—until Buz Walker, the new president, took over. Buz managed to get 100% turnout last night.

"No matter how good an organization is," Buz says, "you can't do a real job unless you get everybody working together and coming to meetings.

"I wanted to be sure all the boys made the first Spring meeting, so I sent each one a badge marked 'Reception Committee.' Yes, they all showed up —I have a hunch they'll keep coming back, too."

From where I sit, it never hurts to make the other fellow feel he's important. Also, it never hurts to show a tolerant attitude toward your neighbor's tastes and habits, his likes and dislikes. Some of us are natural club "joiners," some are lone wolves . . . just as some are devoted coffee lovers while some prefer a quiet glass of beer. Whatever *our preferences we have a right to a sympathetic "reception" from others.*

Joe Marsh

Copyright, 1954, United States Brewers Foundation

STORES SHY FROM RADIO BECAUSE OF PAPER HOLD

'Traditional' place of newspapers and unfamiliarity with timebuying procedure cited as major reasons for department stores' hesitancy in placing radio advertising, Southern California Broadcasters told.

BIGGEST obstacle to entry of department stores into radio advertising is the "traditional" reliance of such stores upon newspaper advertising, with their advertising staffs well-trained in newspaper layout, but unfamiliar with radio time-buying practices.

This was the feeling expressed by department store advertising managers speaking at the monthly meeting of the Southern California Broadcasters Assn., as part of the reason for the prevalent reluctance of most such stores to use radio.

Margins of profit are constantly narrowing in department store operations, said Walter Powers, advertising manager, The May Co., Los Angeles, in discussing "Where is the Money Coming From for Radio Advertising?" However, he admitted that when Higbee's Department Store, Cleveland, used a disc m.c. promotion for the store's record department, supplies of the advertised record album were quickly exhausted.

Radio can be used successfully as a supplemental advertising medium, but to meet ever-growing competition, department store management must continue to rely upon newspapers, James Seyster, advertising-publicity director, Eastern-Columbia department stores, Los Angeles, told the broadcasters. But the Eastern-Columbia singing jingle has made all of Southern California aware of the store's "Broadway at Ninth" location, he admitted.

Sharply differing with the store executives, Henry Mayers, president, The Mayers Co., Los Angeles advertising agency handling the local Sears, Roebuck & Co. account, stated that Sears has received constant high returns for its radio dollars. Even if Sears were to place advertising in all four Los Angeles metropolitan newspapers it would still miss a population segment as big as Cleveland is, Mr. Mayers noted.

Money for a radio campaign could easily come from the elimination of waste "white space" in newspaper advertising, he continued.

Department store management urgently needs education in the profitable use of radio and the management which learns its lessons well will reap benefits in the form of increased profits and a strong competitive advantage in the retail field, the agency executive concluded.

NARTB Convention Planning Focuses on Chicago for '56

HAVING just completed its 1955 convention, NARTB announced Thursday it will hold the 1956 industry meeting April 15-19 at the Conrad Hilton Hotel, Chicago. Firm contract for the date has been signed, with an option on a 1957 meeting at the same site. The long-range planning looks toward a Los Angeles meeting in 1958.

C. E. Arney Jr., NARTB secretary-treasurer, was going over 1955 convention bookkeeping details last week and plans to make a tentative financial report to the board at its June 23-25 meeting in Hot Springs, Va. Associate members are being notified of the date for the 1956 convention. The Conrad Hilton has greatly expanded its basement exhibit space since NARTB met there in 1952.

Three floors (5, 6 and 7) for light equipment and film exhibits will be available next year, offering a more compact show than the far-flung wings of the Shoreham Hotel in Washington. The Conrad Hilton offers many meeting rooms plus the ballroom and the adjoining Eighth Street Theatre.

Committees of the association expired with the convention. President Harold E. Fellows has been doing preliminary work on the 1955-56 committee lineup but it is not at all complete at this point.

Final attendance figures for the 1955 meeting were 1,576 management and 376 engineering delegates, according to William L. Walker, NARTB auditor. Another 300 women took part in some of the convention events. Approximately 3,000 persons were in the convention hall during President Eisenhower's address.

Devine Named to Head AAAA's Radio-Tv Group

JOHN F. DEVINE, J. Walter Thompson Co., has been appointed by the American Assn. of Advertising Agencies' board of directors as chairman of the AAAA's Tv & Radio Administration Committee.

Vice chairman is C. Burt Oliver of Foote, Cone & Belding, Hollywood. Serving on the committee are: Roswell W. Metzger, Ruthrauff & Ryan, Chicago; Samuel Northcross, William Esty Inc., New York; A. W. Reibling, Kudner Agency, New York; Hildred Sanders, Dan B. Miner Co., Los Angeles; Harry Saz, Ted Bates & Co., New York; L. T. Steele, Benton & Bowles, New York; Lewis H. Titterton, Compton Adv., New York; E. C. Eisenmenger, Leo Burnett Co., Chicago; Rodney Erickson, Young & Rubicam, New York; Alvin B. Fisher, Lang, Fisher & Stashower Inc., Cleveland; J. Frank Gilday, McCann-Erickson, New York; Scott Keck, Needham, Louis & Brorby, Chicago; Edwin M. Marshall, BBDO, New York, and Philip McHugh, Campbell-Ewald, Detroit.

Members of AAAA's appointed standing committee on broadcast media are: Frank Silvernail, BBDO, New York, chairman; Jane Daly, Earle Ludgin & Co., Chicago, vice chairman; Paul Benson, Benton & Bowles, New York; Elizabeth Black, Harry B. Cohen Adv., New York; George A. Bolas, Tatham-Laird, Chicago; John W. Davis, Honig-Cooper, San Francisco; Ruth Jones, Compton Adv., New York; Thaddeus S. Kelly, McCann-Erickson, New York; George Kern, Lennen & Newell, New York; Albert Noble, Noble-Dury & Assoc., Nashville; Arthur Pardoll, Foote, Cone & Belding, New York; Thomas S. Slater, Fuller & Smith & Ross, Cleveland; Samuel Thurn, Young & Rubicam, New York; Robert V. Walsh, Van-Sant, Dugdale & Co., Baltimore; Sarah E. Williams, Liller, Neal & Battle, Atlanta, and Anne Wright, J. Walter Thompson Co., New York.

AAAA Announces Dates For Fall Region Meetings

DATES for annual fall conventions were announced last week for the Eastern, East Central, Central and Pacific Regions of the American Assn. of Advertising Agencies.

The Pacific annual meeting will be held Oct. 2-5 at the Hotel Del Coronado at Coronado, Calif. A. W. Neally, BBDO, Los Angeles, chairman of the AAAA's Pacific Region, is in charge of program plans.

The Central convention is slated for Oct. 13-14 at the Conrad Hilton Hotel, Chicago. Heading up the convention committee in that region is Chairman Vincent R. Bliss, Earle Ludgin & Co., Chicago.

The Eastern Region's annual conference, which is the largest in agency attendance, will be held Oct. 17-19 at the Roosevelt Hotel, New York, in charge of John Strubing, Compton Advertising Inc., chairman of the Eastern Region.

The AAAA's Central Region meeting will convene Oct. 24 at the Hotel Statler, Detroit. Ernest A. Jones, MacManus, John & Adams Inc., Bloomfield Hills, Mich., chairman of the East Central Region, will head the program planning.

AAAA Plans 1956 Meeting For Agencies of 40 Nations

AN international meeting of advertising agency leaders will be held next April 23-May 4 in the U. S., sponsored by the American Assn. of Advertising Agencies, it has been announced by the AAAA.

According to AAAA's president, Frederic R. Gamble, invitations have been issued to executive heads of agencies and to a number of other advertising leaders in more than 40 countries. Mr. Gamble made the announcement in Tokyo where he was attending the 15th congress of the International Chamber of Commerce.

MR. GAMBLE

The U. S. meeting will open in New York and continue in Washington, White Sulphur Springs, W. Va., and possibly in other cities. The Washington program will be under auspices of the Depts. of Commerce and State. So far as possible at this stage, arrangements have been made for President Eisenhower to greet the delegates, the AAAA said.

The delegates also will take part in the 38th annual meeting of the AAAA at the Greenbrier Hotel in White Sulphur Springs on April 26-28 and will be invited to participate also in other activities including next year's U. S. Chamber of Commerce convention.

U. S. "host agencies" will help receive delegates and aid in arranging visits to agencies, publishers, broadcasters and suppliers, it was said.

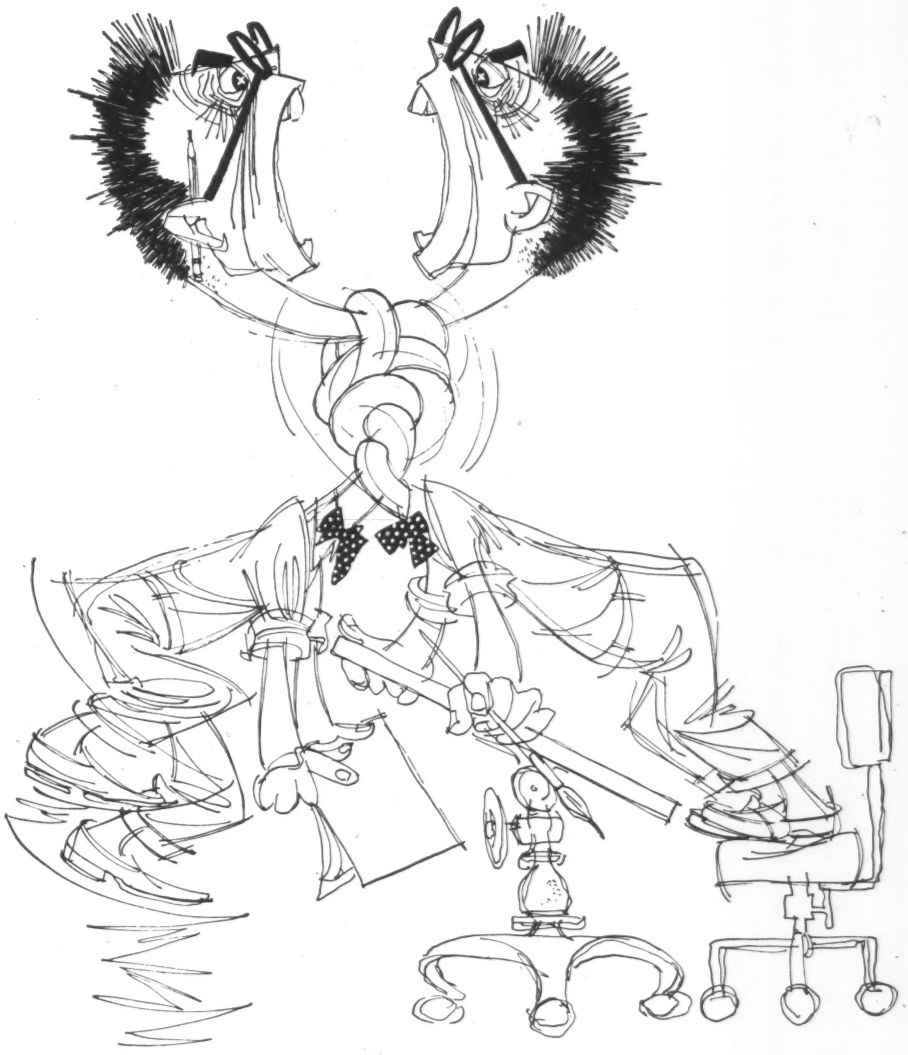
On April 23 in New York, delegates will be received by the mayor at City Hall.

TvB Adds 10 Members; Roster Now Stands at 143

ACTIVE MEMBERSHIP of the Television Bureau of Advertising now totals 143, Norman E. (Pete) Cash, director of TvB's station relations, said last week in announcing an addition of 10 members to its roster [B•T, May 30].

New members include nine stations: KBTV (TV) Denver; KHOL-TV Kearney, Neb.; KPLC-TV Lake Charles, La.; WDAY-TV Fargo, N. D.; WFLA-TV Tampa; WIBW-TV Topeka, Kan.; WFBM-TV Indianapolis; WOOD-TV Grand Rapids, and WTCN-TV Minneapolis. Harrington, Righter & Parsons Inc., station representative, also added, brings the number of TvB's station representative members to seven.

Mr. Cash noted TvB is "determined to sell hard to every advertiser we call on that these member stations . . . are making the advertiser better equipped to use more television and hence increase his sales."



Did you cross pollinate?

However conceived, your ideas for the Advertising Council have grown into great campaigns. And this is no father to son opinion. Just look below at the record of only four of the many hundred you have created since 1942. You can be proud of your brood, but don't quit now. The Advertising Council still needs your fertile brains to help solve other problems facing America. And by you, *we mean the agency account men, writers, artists, and media people who have donated their time, talents, and space for free—and those who haven't as yet.*

PUBLIC SERVICE • ADVERTISING COUNCIL •

SAFE AS AMERICA U.S. SAVINGS BONDS

Aided U. S. Treasury in the sale of billions of dollars worth of War and Savings Bonds.

The Future of America

Helped restore public confidence when a recession was predicted by many.

Council Today for CIVIL DEFENSE

Made millions of men and women aware of their responsibilities in Civil Defense.

TRUTH

Helped Crusade for Freedom broadcast the Truth to Iron Curtain countries.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.

Radio & Tv Week to Get Big Sendoff This Year

THE 1955 version of National Radio & Television Week, starting Sept. 18, will bear little resemblance to the faltering promotions of the past 10 years, according to spokesmen for three trade associations jointly sponsoring the event.

Detailed plans will be drawn up June 14 during the 31st annual convention of Radio-Electronics-Tv Mfrs. Assn., to be held at the Palmer House, Chicago. Ellis L. Redden, Magnavox Co., is chairman of the RETMA Public Relations-Advertising Committee. Joseph M. Sitrick, NARTB manager of publicity and information services, represents that association.

The week-long event carries this theme—Dedicated to Better Home Entertainment. Displays of new radios, tv sets and phonographs will be featured in retail stores. An industry-wide promotion will embrace dealers through National Appliance & Radio-Tv Dealers Assn.; National Assn. of Electrical Distributors, and NARTB. *Life* magazine will develop institutional display materials for dealer use. The *Saturday Evening Post* will prepare a special supplement highlighting development and history of radio-tv. Networks and stations will join the promotions.

A series of regional dinners will be held throughout the nation, with dealers and local leaders participating. The RETMA subcommittee directing preparation is headed by Julius Haber, RCA.

RETMA's June 14-16 convention agenda includes voting on amendments to the by-laws. Twoscore committee and group meetings will be held during the three days, according to James D. Secrest, executive vice president. Leslie F. Muter, Muter Co., treasurer and past president of RETMA, will be presented the 1955 RETMA Medal of Honor at the annual banquet.

Wilson Elected to Head California AP Radio Assn.

RAY WILSON of KFMB-TV San Diego, Calif., has been elected chairman of the California AP Radio Assn. succeeding Bill Cothran of NBC Hollywood. Meeting in Los Angeles at its annual meeting, the group also elected Barney Schwartz, KPRL Paso Robles, vice chairman.

Presentation of 39 certificates of merit in the association's annual news competition was made by Mr. Cothran and Jerry Colonna, radio-tv star (see story page 95).

The value of local coverage to stations themselves and as a means of expanding AP service everywhere in both the radio-tv and newspaper fields was stressed by Les Mawhinney, KHJ Los Angeles and chairman of the national association of AP radio and tv members.

AFA's Golden Jubilee Meet Convening Now in Chicago

ADVERTISING Federation of America was to open its golden jubilee convention at the Palmer House in Chicago yesterday (Sunday) with some 1,000 advertising executives expected to be in attendance. The meeting will close Wednesday.

The business session of the convention will open today with a panel session on "Understanding Tomorrow's Markets." The luncheon speaker will be Walter R. Barry, vice president in charge of grocery products, General Mills.

Tomorrow's session will be highlighted by a panel discussion on the role of advertising in the future. Participants will be Leo Burnett, Leo Burnett Co.; Fairfax M. Cone, Foote, Cone & Belding; Earle Ludgin, Earle Ludgin & Co.; Melvin Brorby, Needham, Louis & Brorby; Ray Weber, Swift & Co.; Frank Cornwell, Monsanto Chemical Co.; John McLaughlin, Kraft Foods Co., and Ed Taylor, Motorola Corp.

Clarence Eldridge, vice president in charge of marketing, Campbell Soup Co., will talk at the luncheon Wednesday, after which the AFA educational committee will sponsor two panels on advertising education.

AIEE Sets Two Sessions June 28 on Tv Subjects

SESSIONS on color television and on tv satellite and microwave link installations will be held June 28 in conjunction with the summer general meeting of the American Institute of Electrical Engineers at the New Ocean House, Swampscott, Mass., according to J. B. Epperson, chairman of the AIEE Committee on Television & Aural Broadcasting.

I. J. Kaar, General Electric, will preside at the color meeting and George H. Brown, RCA Labs, will chairman the other session.

NATRFD Slates Meeting For Washington June 19-22

SUMMER meeting of the National Assn. of Television-Radio Farm Directors will be held June 19-22 in Washington. The meeting will include sessions at the Dept. of Agriculture, tours and a visit with President Eisenhower at the White House.

Registration and get-acquainted ceremonies are scheduled for the opening day, with business sessions starting Monday, June 20. Secretary of Agriculture Ezra Taft Benson and other department officials will meet with the farm directors. The afternoon agenda includes meetings with heads of farm organizations along with farm broadcasters and newsmen.

The group will meet June 21 with Senate and House Agriculture committees, going next to the White House. A Potomac cruise is scheduled in the afternoon. Secretary of State John Foster Dulles will address the delegates at a breakfast meeting on the final day. The program ends with a trip to the Beltsville (Md.) Experiment Station. Frank Atwood, WTIC Hartford, is NATRFD president.

WAB Meets June 6 at Casper

FIRST annual meeting of Wyoming Assn. of Broadcasters will be held June 6 at Casper, according to Donald L. Hathaway of KSPR Casper, president of the original corporation under papers filed recently. Plans for the meeting were formed last January. Original officers include Jim Carroll, KWYO Sheridan, vice president; William C. Grove, KFBC Cheyenne, secretary; Jack Breece, KOVE Lander, treasurer; Joe Ernst, KWOR Worland, director.

Walker-Lezos Nuptials Held

A. PROSE WALKER, NARTB Eingineering Dept. manager, and Mrs. Ellanie Lezos, formerly of the General Electric Co. Washington office, were married May 27, immediately after the NARTB convention. Their engagement had been announced to delegates during the NARTB Engineering Conference but they decided at the last minute to have a weekend ceremony. They returned to Washington after a brief honeymoon.

Tv Film Directors Plan 'Idea' Clearing House

CENTRAL clearing house for the exchange of ideas and methods of using tv films at the station level is being set up by the National Assn. of Television Film Directors. At present the membership comprises 150 stations in 38 states and possessions, according to Arthur V. Cook, WVET-TV Rochester, N. Y., NATFD public relations director.

At the eastern conference of NATFD, held in Washington May 27-29 [B•T, May 30], T. Gentry Veal, Eastman Kodak Co. tv research director, said "great strides must be made in the entire area of color film and transmission to bring it to the present point of monochromatic transmission."

Committees were formed to explore operational procedures and film procurement research. Findings will be reported at the national conference of NATFD, to be held next February in Chicago. The western conference will meet in September to form committees.

Comr. Doerfer to Address Community Tv Convention

COMR. JOHN C. DOERFER is scheduled to be the featured speaker at the fourth annual National Community Tv Assn. convention in the Park Sheraton Hotel, New York, today (Monday) through Wednesday.

Mr. Doerfer is expected to discuss the question of FCC jurisdiction over community cable systems, as he did before the National Assn. of Railroad & Utility Commissioners in Chicago last fall [B•T, Nov. 15, 1954].

High on the NCTA agenda is the adoption of a Code of Practices, including a code of ethics, technical standards and business practices. The organization, which comprises almost 200 community tv systems, also will elect officers. Keynote address will be given by NCTA President M. F. Malarkey Jr. (Trans-Video Corp., Pottsville, Pa.). Other speakers scheduled to address the convention are: William S. Chesley, Kastor, Farrell, Chesley & Clifford, New York, advertising; Edward P. Morgan, Washington attorney, tax problems; Dr. Frank G. Kear, Kear & Kennedy consulting engineers, Washington, radiation; Arthur A. Gladstone, FCC, microwave relays. E. Stratford Smith, Washington attorney, is executive secretary of the association.

It's APBE in, UAPRE Out

FORMATION of the Assn. for Professional Broadcasting Education was effected during the NARTB convention, with the University Assn. for Professional Radio Education dissolved, subject to final action by the NARTB board at its June 23-25 meeting. It was reported in the May 30 issue of B•T, on the basis of an NARTB convention announcement, that the first-named association had been dissolved instead of organized. NARTB later issued a corrected announcement. The new association will seek to improve education and training of prospective broadcasters in cooperation with schools and colleges.

TRADE ASSOCIATION PEOPLE

Richard Allen, former sales manger, WATL Atlanta, to station relations dept., Radio Adv. Bureau.

Henry L. Davis, Henry L. Davis Co., N. Y.; **Edward Taylor Wertheim,** E. Taylor Wertheim Adv. Agency, N. Y.; **Edward Stonehill,** Adv. Assoc. of Phila. Inc., and **Leonard Davis,** Leonard Davis Adv. Inc., Worcester, Mass., elected to League of Adv. Agencies Inc.

WIS. REPORT ANALYZES EFFECTIVENESS OF VHF

New entry into competitive tv market does not have full commercial effectiveness where the old and new stations overlap, university study indicates.

FOUR general findings about the area of sales effectiveness of a vhf tv station came from a study of WBAY-TV Green Bay, Wis., made under the supervision of the School of Commerce, U. of Wisconsin, and reported in *Wisconsin Commerce Reports* for April 1955. These general findings, for a new 100 kw tv station, are:

"1. That, in the direction away from established competition a station may effectively reach points 75 to 100 miles distant (possibly because of listeners' willingness to install expensive aerials and to be satisfied with imperfect reception where no alternative is available);

"2. That, within the area in which a station does not meet effective competiton, its commercial effectiveness appears generally to be as great as in the home city;

"3. That, in the direction toward established competition, a station's audience appears to be somewhat below the levels technically attainable (presumably because of prevailing listenership and aerial orientation toward the established station);

"4. That, within the area where effective competition is met, commercial effectiveness seems to diminish with distance, at a rate quite close to the rate of decline in listenership."

The study was made from Feb. 22 to Sept. 15 last year, starting nine months after WBAY-TV had gone on the air and four months after the station had increased its power from 6 kw to 100 kw and its antenna height from 400 feet to 800 feet. After preliminary estimates of coverage based on engineering contours, station mail, mail ballots and telephone surveys, a sales effectiveness test was conducted for a product promoted and advertised exclusively over WBAY-TV in that area.

Results showed the station to have area coverage up to 85 miles from the transmitter "at least as effective as in the station's home market" of Green Bay. Further, the sales-effectiveness measures were found to be "generally correlated with the listenership ratings (rather than with the set ownership data or with the audience estimates based on both ownership and listenership factors)."

Gavin, WHIO Executive, Killed by Crazed Gunman

JOSEPH J. GAVIN, public relations director and salesman for WHIO-AM-TV Dayton, Ohio, was slain last Tuesday by a crazed killer who ran into two Dayton banks and fatally shot three people and wounded four others.

Mr. Gavin was in the Third National Bank, on business for the stations, when he was shot in the back while talking to a bank vice president. The killer, described by police as a "religious fanatic" who apparently had no intention of robbing the bank, shot six of his victims in the Third National and his seventh at the Winter Bank.

Mr. Gavin, football coach at the U. of Dayton between 1947 and 1953, was 47. In 1930 and '31 he was captain of Notre Dame U.'s basketball team.

He is survived by his wife, Mary L.; daughters Patrica, 20, Joan, 18, Ann, 14; a son, James, 8, and a brother and sister.

REV. VERNON L. FISHER, president of the Huntington (W. Va.) Ministerial Assn., signs for association sponsorship of an MBS *Game of the Day* broadcast last month over WHTN Huntington. Present at the signing: John S. Phillips (l), general manager of the station, and Jack R. Burnley, WHTN sales manager. The Huntington Ministerial Assn. represents more than 70 churches in the Huntington area.

Washington 'Post' Stations Form Program Policy Unit

FORMATION by the Washington Post Co. (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.) of a Program Policy Committee, "to develop new ideas and fresh approaches" to its programs and to examine and appraise programs with particular attention to those in the public service area, was announced last Monday by John S. Hayes, company radio-tv vice president and president of WTOP Inc.

The committee will be composed of nine officials of the company and its stations. First meeting will be held in Jacksonville June 6.

In addition to Mr. Hayes, members of the Program Policy Committee are: Philip L. Graham, president of the Washington Post Co. and chairman of the WTOP Inc. board of directors; J. Russell Wiggins, vice president of the Washington Post Co. and managing editor of its *Washington Post and Times Herald*; Adrian Fisher, vice president and counsel of WTOP Inc.; George F. Hartford, television vice president, WTOP Inc.; Lloyd Dennis, radio vice president, WTOP Inc.; Glenn Marshall Jr., president of WMBR-AM-FM-TV; Charles M. Stone, WMBR-TV vice president, and Dave H. Booher, vice president of WMBR-AM.

Lawrence E. Richardson, director of general services, WTOP Inc., will serve as secretary for the newly-formed committee.

Latham Retires as Gen. Mgr. Of WKRC-TV Cincinnati

RETIREMENT Tuesday of U. A. (Jake) Latham as general manager of WKRC-TV Cincinnati, marking an end to an association of some 20 years with WKRC-AM-TV, was reported last week.

Mr. Latham joined WKRC in sales in 1935 after having been an automobile salesman for 10 years. When the *Cincinnati Times-Star* purchased the station several years later, Mr. Latham remained as a salesman. In 1941 he became local sales manager, advancing three years later to sales manager.

In 1950, Mr. Latham left the radio operation to join WKRC-TV, where he subsequently became general manager.

FAIRBANKS HITS 48% SHARE-OF-AUDIENCE IN NEW YORK

Throughout last year, "Douglas Fairbanks Jr. Presents" topped all syndicated shows in the nation's top market: New York. Its average rating was 18.5, share-of-audience over 40%. This year, it's doing even better. In January, almost every other viewing home in New York was watching this show! (ARB)

"DOUGLAS FAIRBANKS JR. PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

MAKING FINAL arrangements for the sale a fortnight ago of WNBF-AM-TV Binghamton, N. Y., to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia; 50% WHGB Harrisburg, Pa.) by Clark Assoc. Inc. [B•T, May 23] are (l to r): seated, John Clark Jr., vice president and director, Clark Assoc. Inc.; John Clark Sr., president, Clark Assoc.; Walter H. Annenberg, president, Triangle Publications; standing, Roger W. Clipp, general manager of Triangle's radio-tv division, and George R. Dunham, general manager, WNBF-AM-TV, who retains that post under the new ownership.

Benedict to Sales Position With Triangle Pub. Stations

APPOINTMENT of Edward H. Benedict as national sales manager for the Triangle Publication stations, WFIL-AM-TV Philadelphia and WNBF-AM-FM Binghamton, N. Y., was announced last Wednesday by Roger Clipp, general manager of the radio-tv division of Triangle, which also holds a 50% interest in WHGB Harrisburg, Pa.

MR. BENEDICT

Mr. Benedict, formerly with Ziv-Tv, will headquarter in New York.

Mr. Clipp said this latest appointment is part of a new headquarters staff being set up in Philadelphia to supplement the services of the Binghamton-Philadelphia-Harrisburg properties. To date, the staff includes: Henry R. Rhea, director of engineering; John Harlan, business manager, and Richard W. Gideon, chief statistician.

WHTN-TV Names Petry

APPOINTMENT of Edward Petry & Co. as national representatives of WHTN-TV Huntington, W. Va. (Ch. 13) was announced last week by Fred Weber, president of the Greater Huntington Radio Corp., operators of the station.

WHTN-TV, which is expected to go on the air Sept. 25 with 300 kw, will be an ABC-TV affiliate and will have a Class A hourly rate of $450. The primary coverage of the station, Mr. Weber said, will include 54 counties in a tri-state area comprising part of Ohio as well as West Virginia and Kentucky in which more than 2 million people live. This area is said to be the equivalent of the ninth metropolitan U. S. market.

San Luis Valley Broadcasting Purchases KVOD for $225,000

SALE of KVOD Denver, Colo., by W. D. Pyle and the late T. C. Ekrem to San Luis Valley Broadcasting Co. for $225,000 was announced last week. Mr. Ekrem died May 23, a few days after the station sale was agreed upon.

San Luis Valley Broadcasting Co. is 51% owned by George O. Cory, who also owns or controls KRAI Craig, KSLV Monte Vista and KUBC Montrose, all Colorado. All are affiliated with the regional Columbine network.

The ABC-affiliated KVOD operates on 630 kc with 5 kw power. It was founded in 1925 by Messrs. Pyle and Ekrem.

Mangan to NBC Spot Sales

FRANK MANGAN has joined the sales staff of NBC-TV Spot Sales, Chicago, moving from The Katz Agency where he has been for two years. Prior to that affiliation, he was with the *Chicago Tribune* as an advertising salesman.

William L. Snyder has been added to the staff of the radio spot sales department in Chicago. He formerly was with Avery-Knodel, Chicago, and has also been with the *Tribune* on the advertising sales staff.

WIND Rewards

WIND Chicago is doing what baseball rules forbid team managements to do—reward the notable efforts of its diamond heroes. The station has started a policy of paying $1,000 for every no-hit game and $500 for every one-hitter thrown by a Chicago Cubs pitcher. Checks were presented last week to Sam (Toothpick) Jones for his no-hitter against the Pittsburgh Pirates and Warren Hacker for his one-hit effort against the Milwaukee Braves. Money was given by sportscaster Bert Wilson, who broadcasts all Cubs games.

WRCA-AM-TV to Proclaim: 'Paterson Has Everything'

IN A MOVE to cushion the impact of new drive-in shopping centers beyond the city limits, civic and business interests in Paterson, N. J., last week launched a $120,000 advertising and promotion campaign, substantially on WRCA-AM-TV New York, to promote the theme that "downtown Paterson has everything."

The advertising campaign, which was placed through Force Inc., Paterson, will consist of station breaks and program participations on WRCA-TV through June 7 and on WRCA through June 10. Supporting this commercial effort will be a series of editorial integrations, spotlighting Paterson, on various station programs. These will include a remote origination of the *Tex and Jinx* show in Paterson, plus appearances of station personalities at retail establishments in the city and regular programming with a Paterson slant.

Lew Wolff, president of Force Inc., said he expected radio and television "to give us the excitement we want to put the promotion across." Hamilton Shea, vice president and general manager of WRCA-AM-TV, noted that the project affords an opportunity to the stations to "extend their public service, in a concentrated way, to a single community in the stations' listening and viewing areas."

Weed Cites Local Television As Future's 'Proving Ground'

THE LOCAL tv station will be proving ground for the major regularly-scheduled programs of the future, Joseph J. Weed, president of Weed Television Corp., station representatives, declared last week in a memorandum to clients.

He said that the "growing concentration by networks on mammoth 'one-shots,' 'magazine concepts' and participating programs is reducing—and even eliminating—regular program series with continuing starts on a network basis." He claimed that in local markets, by means of "genuine" spot television, national sponsors are "enjoying the extra values that local shows in all categories offer in building both audience ratings and product sales."

"Although networks are imitating spot procedures in many ways," Mr. Weed continued, "they do not link program content and the advertised product as successfully as genuine spot. And it is through locally-originated and syndicated shows that the major programs of the future are being groomed. Actually, many local shows surpass the 'mammoth' network programs in ratings on a local basis."

WBBM to Poll Ballplayers On $50 Fee for Interviews

PRACTICE of demanding a $50 fee for live or taped interviews at ballparks will be placed before the ballplayers of all major league clubs the next few weeks by WBBM Chicago.

Players and their representatives will be polled on their sentiments by John Harrington, WBBM sports director, who raised the issue. He charged "a line of demarcation between the press and the broadcasters" and "discrimination of the most flagrant sort" [CLOSED CIRCUIT, May 23]. Fees for studio appearances are not involved in the Harrington complaint voiced to players representatives.

The WBBM campaign has attracted widespread national attention in the press and on radio. It arose when players of the Kansas City Athletics refused to make tape-recorded interviews without compensation.

H. Kenneth Carpenter Dies; Retired WHK Station Director

H. KENNETH CARPENTER, 61, who retired last August as vice president of WHK Cleveland after 20 years as station director, died suddenly Thursday at St. Luke's Hospital, Cleveland.

MR. CARPENTER

He had gone to the hospital early this week for a routine checkup, a procedure he had followed since a heart attack suffered some time ago. Wednesday morning he had told the nurse to serve severely ill patients their breakfast first since he was merely there for a checkup. When the nurse returned with his meal she found him dead.

Funeral services were held Saturday at Church of the Saviour, Cleveland Heights, Ohio. Surviving are Mrs. Carpenter and three daughters.

Mr. Carpenter entered radio in 1925 at the old WEAR Cleveland. He managed the station jointly with the associated WTAM. He became general manager of WPTF Raleigh, N. C., in 1928, returning to Cleveland in 1934 as WHK manager.

In the late 20's he became active in the old NAB, becoming chairman of the Commerce and later Sales Managers Committee. In this role he instigated moves to standardize rate cards, accounts and spot contracts as well as a code of ethics. He served on the NAB board from 1930 to 1936.

Russell Winnie Jr. Dies

FUNERAL SERVICES were held in Milwaukee Tuesday for Russell Griffith Winnie Jr., 25, son of Russell G. Winnie, assistant general manager of WTMJ-AM-TV that city. The youth suffered a cerebral hemorrhage on a suburban Chicago golf course May 28. Mr. Winnie is survived by his father, his wife, Nancy, and a son, Scott, age 2.

KLFY-TV Lafayette, La. Goes on Air Last Friday

KLFY-TV Lafayette, La., began commercial programming last Friday as a primary CBS-TV affiliate, W. A. Patton, general manager of KLFY-AM-TV, has announced. The ch. 10 station, the first tv outlet in Lafayette, will operate with 52.5 kw.

Mr. Patton reported that Venard, Rintoul & McConnell is KLFY-TV's national representative and that Clarke Brown Co. has been named regional representative. Present area tv set count is 45,330. KLFY-TV is owned by Camellia Broadcasting Co. Its debut increases to 429 the number of operating tv stations.

A complete report on all operating as well as upcoming tv stations is in the monthly TELESTATUS, page 67.

KPTV (TV) Plans July 1 Boost

KPTV (TV) Portland, Ore., owned by the Storer Broadcasting Co., expects shipment of its new maximum-power uhf antenna from the RCA Camden, N. J., plant on June 10. July 1 has been tentatively set as the date when the ch. 27 station can increase its power from its present 204 kw to 1,000 kw.

Faulk to Remain with WCBS

IN A SHIFT of plans, John Henry Faulk, radio and tv personality, has decided to remain in New York. Earlier, Mr. Faulk had accepted an appointment as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco (Texas Broadcasting Corp.) [B•T April 18].

According to WCBS New York, *The John Henry Faulk Show* will continue in its 5:05-5:55 p.m. period, Mon.-Fri. The station said the decision was promoted by "a deluge of letters from his listeners."

REPRESENTATIVE PEOPLE

Pat Lattanzi, formerly timebuyer, William H. Weintraub & Co., N. Y., to Burke-Stuart Co., N. Y., as sales executive.

Ted Smith, sales representative, WIP Philadelphia, to sales staff, Edward Petry & Co., N. Y., WIP representatives.

Edwin M. Fisher, former local sales manager, KMOX St. Louis, to tv sales staff, Bolling Co. N. Y.

STATION PEOPLE

John F. Box Jr., station manager, WOKY Milwaukee, appointed executive vice president, licensee Bartell Broadcasters Inc.

MR. BOX

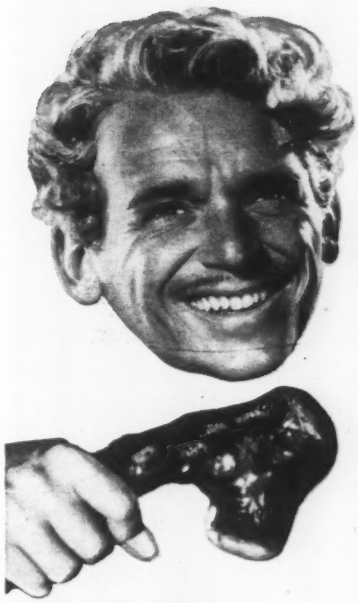
MR. JOHNSON

Ralph Johnson, assistant manager, WCIN Cincinnati, appointed station manager, succeeding **William Wagner,** who has been named managing director, affiliated WWOK Charlotte, N. C., and WBEJ Elizabethtown, Tenn.; **Lee R. Smith,** station manager, WLOU Louisville, Ky., appointed WCIN managing director; **Bernie Dabney,** WWOK sales dept., named WCIN assistant manager.

Milton N. Adams, program director, WBTM Danville, Va., appointed manager, succeeding **Edward G. Gardner,** vice president and general manager, who moves to South Carolina station as manager.

MR. GOODYEAR

George F. Goodyear, president, WGR Corp. (WGR - AM - TV) Buffalo, N. Y., additionally elected to newly - created post, chairman of board and to executive committee [B•T, May 30]; **J. Joseph Bernard,** WGR-AM-TV general manager, additionally elected vice president; **Karl B. Hoffman,** general manager in charge of engineering, elected vice president in charge of engineering; **Felix L. Piech** elected secretary and treasurer, succeeding **J. Fred Schoellkopf IV** in former and **Paul A. Schoell-**



RHEINGOLD SPONSORS "FAIRBANKS" AGAIN . . . 3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB, January '55)! Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run. 'Nuff said!

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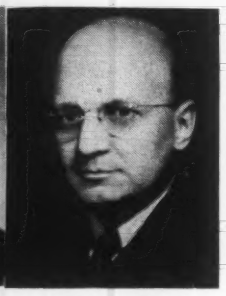
kopf in latter; J. Schoellkopf, P. Schoellkopf, **J. Eugene McMahon** elected to executive committee.

MR. BERNARD



MR. HOFFMAN

Lewis F. Riefstahl, news director, WLAY Muscle Shoals, Ala., additionally named program director.

Ed Winton appointed program director, KELP El Paso, Tex.

Dean Campbell, sales staff, KEDD (TV) Wichita, Kan., promoted to sales manager.

E. L. Colbourn, formerly local sales manager, WKY Oklahoma City, appointed executive sales director, KBTV (TV) Denver.

MR. COLBOURN

Harry Bartolomei, assistant chief engineer, KCCC - TV Sacramento, Calif., appointed chief engineer, KNTV (TV) San Jose, Calif.

Robert O. Paxson, formerly local and regional sales manager, KEDD (TV) Wichita, Kan., to KTVH (TV) Hutchinson, Kan., as local sales manager.

Charles H. Cowling, former station manager, KAVR Apple Valley, Calif., to KCBQ San Diego as assistant general manager and sales manager.

Luke L. Roberts, educational and public service director, KOIN-AM-TV Portland, Ore., named KOIN-TV assistant program director in charge of production and public affairs depts.

Glenn Hughes, talent director, KTLA (TV) Hollywood, resigns; **Roland Hiltshire,** U. of Southern California telecommunications dept., to KTLA as assistant talent director. **George T. Corbin,** director, KFMB-TV San Diego, to KTLA in similar position, succeeding **Jack Parker,** who moves to Grant Adv. Inc., Hollywood, as tv director.

Jim Mergin, former account executive KCBS San Francisco, and **Charles Craig,** former program director, KLAC Hollywood to KOLD Yuma, Ariz., as account executive and traffic manager, respectively.

Joseph E. Lake, assistant sales manager and local sales representative, WDAF - AM-TV Kansas City, appointed commercial manager, WFMY-TV Greensboro, N. C.

MR. LAKE

Ellison Stambaugh, formerly director, KGNC-TV Amarillo, Tex.; **Gene Ziliak,** floor manager, KVOO-TV Tulsa, and **Joe Duca,** KVOO-TV floor crew, appointed KVOO-TV directors; **Bruce C. Washburn,** formerly station manager, KHOZ Harrison, Ark., and **Joe Pierce,** formerly with WFAA Dallas, to WVOO-TV as announcers; **Hiram Higsby,** formerly with KANS Wichita, Kan., to station as program personality; **Gene Taylor** to KVOO-TV as floorman.

Theresa M. Rose, executive secretary, WBUD Trenton, N. J., appointed assistant manager in charge of all daily operations.

MISS ROSE

Cal Douglas, newsman, WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala., appointed news director; **Don Potter,** formerly with WCCO Minneapolis-St. Paul, and **Betty Lee,** formerly with KDAL Duluth, Minn., to WAPI as program personalities.

In Case of Emergency

TORNADO-HARASSED Kansans slept peacefully Memorial weekend in the assurance of receiving immediate radio warning of any emergency arising in the late-evening or early-morning hours. KIND Independence advised listeners to keep their sets tuned to 1010 kc with the volume set slightly above the normal listening level. The station stood ready to come on the air instantly under emergency provisions of FCC should outlying spotters report a tornado. A siren-like tone to precede warning announcements was designed to awaken the soundest sleeper. The arrangement was so satisfactory a study is to be made into the possibilities of installing minimum transmitter control equipment and a speech amplifier at the Independence police department on a permanent basis, according to Nels Rupard, KIND manager. The operation is suggested for use in any emergency including possible Conelrad alerts when daytimers are unattended.

George Sweeney Jr., former news editor, WJDA Quincy, Mass., to WVDA Boston, succeeding **Rod MacLeish,** who moves to WBZ Boston as news editor.

Don Marvin, formerly with KSWM-TV Joplin, Mo., to announcing staff, KOTV (TV) Tulsa.

Lou Garris, formerly announcer, WLEE Richmond, Va., to WALA Mobile, Ala., as announcer.

Allen D. Smith, news director, KCKN Kansas City, Kan., to news dept., KCMO Kansas City, Mo., succeeding **Bill Cardin,** who has been appointed executive assistant to Kansas Congressman Errett P. Scrivner.

Bill Woody Jr., graduate, National Academy of Broadcasting, Washington, to WHAP Hopewell, Va.

Thomas O'Leary, apprentice, KCBS San Francisco, named junior writer; **Melvin Strom,** formerly with KBKH Pullman, Wash., to KCBS as apprentice; **Ogden Miles** to station as summer relief announcer.

Ted Mangner, farm director, KMOX St. Louis, featured in June 15 issue of *People Today*.

James F. Murray, manager, KQV Pittsburgh, named to general committee, Allegheny County (Pa.) Fair.

Bob Jennings and **Bob Foster,** personalities, WLAC Nashville, Tenn., signed to contract by MGM Recording Co.

Edward Benham, chief engineer, KTTV (TV) Hollywood, named to national video techniques committee, Institute of Radio Engineers.

Marjorie Phillips, assistant news editor, KBIG Avalon, Calif., initiated into UCLA unit, Kappa Tau Alpha, national journalism scholarship fraternity.

Bill Beals, sales dept., KABC Hollywood, father of girl, Jeannie Patricia, May 25.

Robert Hanger, news director, WEKY Richmond, Ky., father of girl, Pamela Diane, May 23.

Bill Carr, cameraman, WTVJ (TV) Miami, father of girl, Alicia Ann, May 20.

John Douglas, announcer, WMBR-TV Jacksonville, Fla., father of girl.

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DAYTON, O.

"THE CITY BEAUTIFUL"

Heller, AFTRA Leader, Dies in New York at 49

FUNERAL SERVICES for George Heller, 49, national executive secretary of the American Federation of Television & Radio Artists (AFL), were held in New York last Thursday. Mr. Heller died in Roosevelt Hospital there May 30 after an illness of seven weeks.

In his role of executive secretary of AFTRA, Mr. Heller was the chief labor spokesman of more than 25,000 radio and television performers. Last November he negotiated a pension plan with the television networks, said to have been the first for actors established by an American performers union.

Before entering the union field, Mr. Heller was a ballet dancer, actor, singer, composer and play producer. He became a first vice president of the Associated Actors & Artists of America (AFL) in the early 30's, and in 1937 he was an organizer, founder and executive secretary of the American Federation of Radio Artists.

He served in that latter post until 1949 when he was named executive secretary of Television Authority, union of television artists. When TA merged with AFRA in 1952 to form AFTRA, Mr. Heller was appointed national executive secretary.

WGN Reports It Is Upheld By NLRB in RTDG Dispute

WGN-AM-TV Chicago has reported it has been upheld by the National Labor Relations Board over earlier charged by the Radio & Television Directors Guild of Chicago that the *Tribune* outlets had violated the labor-management laws.

Notification of the NLRB action, according to WGN Inc., came in the form of a letter from the board dated May 20 and sent to the counsel for the Chicago chapter of RTDG. In the letter, WGN Inc. reported, the board denied the charges and sustained the ruling last November of an NLRB regional director in Chicago. He found insufficient evidence that WGN Inc. had refused to bargain in good faith.

The director pointed out WGN Inc. was within its right not to negotiate for tv directors as supervisory employes inasmuch as they are not covered by Sec. 2 of the Naional Labor Relations Act.

The NLRB letter was signed by William Feldesman, assistant general counsel.

Floor Shows Telecast Live Hit By Performers Union

AMERICAN Guild of Variety Artists has started to close in on Los Angeles hotels and night clubs for breach of contract with the union in allowing tv stations to telecast floor shows live from their point of origin, according to Irvin Mazzei, AGVA acting western regional director. Current violator is the Ambassador Hotel's Cocoanut Grove, which, AGVA said, recently violated the AGVA contract in allowing KTLA (TV) Hollywood to cover the Xavier Cugat-Abbe Lane revue for *City at Night* without payment to the performers for the video appearances.

AGVA contract with the clubs and hotels includes the following clause: "the artist shall not be required to perform or appear, nor shall the operator request or require the performer to appear, directly or indirectly in tv, regardless of the point of origin of the telecast, without first securing the written consent and approval thereto of the American Guild of Variety Artists."

Sweet and 'Live'

ADVERTISING campaign was launched on June 1 by New York Local 802, American Federation of Musicians, to emphasize that "live" music on radio and tv sounds better than the "canned" variety. Paid advertisements are being used on radio and tv pages of newspapers in the New York metropolitan area. The local will conduct a promotion campaign, directed to trade papers, to radio-tv stations and sponsors.

Hollywood Cameramen Seek Fewer Work Hours Per Week

PLANS to include independent tv film producers in their demands for a 40-hour work week were announced by cameramen of International Photographers local 659, International Alliance of Theatrical & Stage Employees, Hollywood.

Herbert Aller, business representative for the local, disclosed that most cameramen are presently on a work schedule averaging from 48 to 54 hours weekly. In the latter case, the union wants a 45-hour week with five nine-hour days; in the former, a 40-hour week, with five eight-hour days.

Tv film production schedules usually run by the day, generally from one to six, he noted.

Negotiations with the major studios, of which four—20th Century Fox, Warner Bros., Republic and Allied Artists—have tv production subsidiaries, will start in New York this October. Independent film studio negotiations will follow settlement of the major studio contract, Mr. Aller said.

'Anti-Communist' Rule Approved by Writers Guild

APPROVAL of a so-called "anti-communist" amendment to the Writers Guild of America constitution, which would withhold WGA membership from persons admitting Communist Party affiliation before congressional committees or persons convicted of Smith Act violations in court, has been announced.

F. Hugh Herbert, WGA national chairman, announced in Hollywood that the proposal to extend the theatrical film writing code to both radio and tv fields [B•T, May 16] had likewise been approved.

SAG, Producers to Negotiate

NEGOTIATIONS between two producer groups and the Screen Actors Guild, covering tv film actors, singers and announcers will start in Los Angeles today, SAG has announced. Producer groups are Assn. of Motion Picture Producers (majors) and Alliance of Tv Film Producers.

The present tv film contract expires July 20, 1955.

PERSONNEL RELATION PEOPLE

Richard H. Gordon re-elected president, Screen Extras Guild, Hollywood. Other officers re-elected: **Franklyn Farnum,** first vice president; **George Barton,** second vice president; **Tex Brodus,** third vice president; **Kenner Kemp,** recording secretary; and **Jeffrey Sayre,** treasurer. Elected to three-year director's board terms: **Mary Benoit, Heinie Conklin, Ben Corbett, Franklyn Farnum, Mary Ellen Gleason, Richard H. Gordon, Vi Ingraham, Buddy C. Mason, Snub Pollard, Jeffrey Sayre, George Sowards;** two-year term: **Eve Gordon;** one-year term: **Anna Mabry, Max Reid, Roy Thomas, Jack Warthman.**

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NBC PLANS FIRST 'WIDE WIDE WORLD'

New show will debut June 27, carry live segments from the U. S., Mexico and Canada. It's budgeted at $150,000.

WITH RCA and Ford Motor Co. as sponsors, NBC-TV will present its first program in the *Wide Wide World* concept—a 90-minute live show with pickups in three countries, with cameras criss-crossing the North American continent for a total of 32,000 miles—on June 27 at 8-9:30 p.m. EDT.

Other *Wide Wide World* shows are planned for this summer, NBC President Sylvester L. (Pat) Weaver Jr. said last week in announcing plans for the first one, and next fall *Wide Wide World* may get an every-other-week or three-weeks-out-of-four Sunday spot alternating with Hallmark's Maurice Evans series (Sun., 4-5:30 p.m.).

Budget for the June 27 production, described by NBC-TV as the "most expansive tv program ever attempted, was estimated at $150,000."

The show will open with shots of New York, Chicago, Des Moines, Denver, Salt Lake City, and San Francisco, will then switch to San Diego beaches, go from there back across the country to New York, nearby Jones Beach and some 10 minutes of Guy Lombardo's "Arabian Nights" water pageant there; then, after Times Square shots, will switch to Stratford, Ont., for a quarter-hour of opening-night festivities and part of "Julius Caesar" at Stratford's famed Shakespearean Festival. Next stop will be Mount Hood and Timberline Lodge in Oregon for skiing shots, followed by a visit to New Orleans for a session of jazz; then to Tijuana, Mexico, for native dancing, art displays and—finally—a live bull fight (with no killing) featuring Cantinflas, noted Mexican comic.

Mr. Weaver, stressing that the "strategy" of *Wide Wide World* is to "bring the world to the people" and show them places, people and events they would themselves visit if circumstances permitted, conceded that implementing the concept poses a "challenge." But even if the June 27 show should fall short, he said, that would "disprove" only "this particular show," not the concept itself.

Wide Wide World, at least for the immediate future, will not be done in color, although some color inserts may be incorporated.

Asked whether *Wide Wide World* might speed the expansion of international television, Mr. Weaver noted that trans-ocean live tv is technically possible now, and said that "anything that gets people excited" about international tv will help "open the gates."

With both the Canadian Broadcasting Corp. and Emilio Azcarraga Jr.'s Mexican tv network cooperating in the project, NBC said, the June 27 telecast will have the largest lineup of stations ever grouped for a single tv program.

As further indication of the project's scope, officials said it will involve more than 1,000 performers and technicians, $25 million worth of equipment, 10,000 miles of coordinating telephone lines, 12 remote camera units using 36 cameras, and, in its 90 minutes on the air, will carry viewers the mileage equivalent of one and one-third times around the world.

Dave Garroway will be "master communicator" on the first program, kinescopes of which will be used in soliciting sponsors for further shows. The June 27 telecast will be part of the *Producers Showcase* series which RCA and Ford sponsor every fourth Monday at 8-9:30 p.m.

Opening the news conference at which the plans were announced, Davidson Taylor, NBC vice president for public affairs, explained that *Wide Wide World*, conceived by Mr. Weaver, had been "in work" for the past 18 months. Plans for the first program were spelled out by Barry Wood, NBC director of special events, whose department is producing it.

As part of the promotion for the opening show, NBC Radio's forthcoming weekend *Monitor* show will include pickups from *Wide Wide World* origination points the weekend before the telecast.

6 Special Monochrome Shows Set for Summer by NBC-TV

NBC-TV will present six one-and-one-half hour special productions in black-and-white during the summer in time periods of this season's Saturday and Sunday night color spectaculars.

Jack Rayel, executive producer of the series, said the first summer offering will be carried on Sunday, June 19 (7:30-9 p.m. EDT). It will be called *Remember—1938*, a nostalgic program centering around that year. The show will be produced and directed by Herbert Bayard Swope Jr. and will feature Groucho Marx as host-commentator and Ethel Barrymore, Oscar Levant, Jonathan Winters and Gordon Jenkins and his orchestra as guests. Details of the two remaining Sunday shows on July 17 and Aug. 14 will be announced later.

The Saturday summer specials will be launched on July 2 (9-10:30 p.m. EDT) with a production to be telecast from Hollywood in cooperation with a major motion picture studio. Details will be announced later. On July 30, producer-director Alan Handley will present a musical version of the novel, *Trilby*, titled *Svengali and the Blonde*, with Carol Channing, Basil Rathbone and Russell Arms in starring roles and Miss Barrymore as narrator. The third Saturday show, which will be carried on Aug. 27, will be a presentation of the musical comedy, "One Touch of Venus," starring Russel Nype and George Gaynes and a leading lady to be selected.

Spectacular Tv 'First'

NBC-TV last week claimed a television "first" in announcing plans to present a full-length color motion picture next fall prior to its movie house release. The film, "The Constant Husband" starring Rex Harrison, will be carried on NBC-TV on Sept. 11 (7:30-9 p.m. EDT), said to be the first NBC filmed spectacular.

Thomas McAvity, NBC vice president of the television network said, "This precedent-setting programming of a full-length motion picture as one of our 'spectaculars' is another NBC move to bring the television audiences the best in top calibre entertainment events, to provide viewers with the best possible fare, regardless of cost."

He voiced the belief that the motion picture "may well provide a yardstick for future television-movie house relationships." The picture was produced by Frank Launder and Sidney Gilliat.

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CBS-TV Names Scalpone, Sets New Programs

Network announces plans for new programming under Ackerman's Special Projects Div. Scalpone leaves McCann-Erickson to take new post.

A TOP agency executive, Alfred J. Scalpone, McCann-Erickson vice president, last Thursday was named CBS-TV vice president in charge of network programs, Hollywood. Mr. Scalpone on July 1 will fill the post left vacant with the network's promotion of Harry Ackerman to head CBS-TV's new Special Projects Div.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Scalpone will report to Hubbell Robinson Jr., vice president in charge of network programs, and will coordinate Hollywood tv programming activities.

Earlier, Mr. Robinson had announced that Mr. Ackerman has been appointed executive director of the new division.

Mr. Ackerman, who gives up his vice presidency, also will develop his own program ideas in addition to sharing in ownership of some of the series thus developed.

At McCann-Erickson, Mr. Scalpone has been vice president in charge of radio and television and also chairman of the Central Dept.'s management committee. He joined M-E in July 1948 after having been with Young & Rubicam from 1936 to 1947, leaving as manager of radio production in Hollywood.

Along with the announcement of Mr. Ackerman's new slot with CBS-TV, Mr. Robinson revealed some of the programming ideas and series that will be administered by Mr. Ackerman.

Fourteen 90-minute Shows

They include fourteen 90-minute programs to be telecast on Saturday, Tuesday and Thursday evenings with 10 of the shows to be seen Saturday (9:30-11 p.m. EDT) and the other four to be fitted into Tuesday and Thursday schedules. For the Saturday night *Jubilee* series, on which preparation already is being made in the Special Projects Div., two productions will be "music-dramas" starring Bing Crosby.

Three shows will be associated with Noel Coward, one of them a revue and starring Mr. Coward and Mary Martin, based on the pair's "Cafe de Paris" act in London. Mr. Coward also will star in the other two: "Blithe Spirit," which he authored, and "Peace in Our Time."

Three 90-minute shows will be produced by Paul Gregory. The first, "The Big Banjo," is a musical story of the development of rhythm in American entertainment. The other two projects have not been announced. Three Arthur Schwartz productions are scheduled by the division, one of which is an original musical revue to be called "Wonderful World."

Mr. Robinson said that the new projects division "will encompass every field of entertainment on an international basis." He said CBS naturally turned to its "top creative executive" to head it up. Mr. Ackerman will have offices in New York and Hollywood, dependent on production demands.

Mr. Ackerman joined CBS in January 1948 as executive producer of radio programs after having been vice president in charge of radio program operations for Young & Rubicam. In six months he was moved to Hollywood where he became director of network programs and then in June 1951 was moved up to vice president in charge of network programs for CBS-TV. According to the network, Mr. Ackerman's creative talents were associated with *I Love Lucy, Our Miss Brooks, My Favorite Husband, The Line-Up* and others. In radio he guided, among others: *Pursuit, Yours Truly, Johnny Dollar, Gunsmoke, The Line-Up, Mystery Theatre* and *The Aldrich Family*.

Nutrilite Signs Agreement For NBC Radio Drama Show

CONTRACT for the 26-week Sunday night hour-long NBC Radio show, *Your Nutrilite Radio Theatre*, to start Sept. 18 and to cost approximately $375,000 in time and talent, has been signed in Hollywood.

Present at contract signing were executives of NBC and of Mytinger & Casselberry Inc., Long Beach, Calif., international distributors of Nutrilite food supplement.

Plan to draw story ideas from listeners for the dramatic series in a weekly contest much like the former CBS Radio *Dr. Christian* program drew almost immediate protest from Writers Guild of America West, Hollywood, against "amateur" writers.

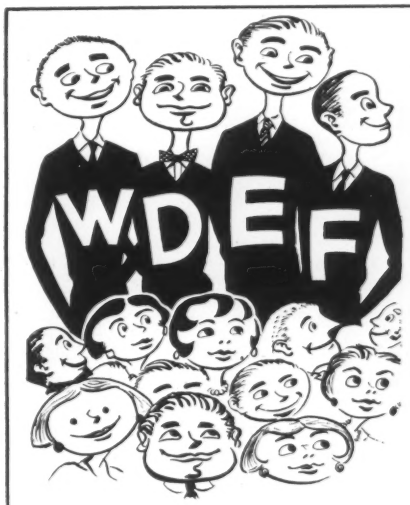
WGAW Radio Branch officers pointed out the predecessor Radio Writers Guild had registered a similar complaint against the *Christian* series, finally forcing the sponsor's agency to pay RWG minimums to weekly contest winners.

Following the current WGAW protest to Dan B. Miner Co., Los Angeles agency for Nutrilite, NBC Radio emphasized that professional radio writers would adapt winning contestants' ideas for programs.

WGAW still maintains the position that "unique professional ability" is required and the guild radio board will meet June 6 to discuss the issue, B•T was told. However, network publicity emphasizing professional adaptations has somewhat softened the guild stand, obeservers note.

Contestants will be sought in a national magazine and distributor campaign, to be launched by Mytinger & Casselberry. Winners will receive WGAW radio script minimum for each idea, plus additional cash, free vacations and automobiles for better synopses.

DR. William S. Casselberry (l) and Lee S. Mytinger, co-founders, Mytinger & Casselberry Inc., Long Beach, Calif., international distributor of Nutrilite food supplement, sign a contract for the $375,000 NBC Radio *Your Nutrilite Radio Theatre* program, to start next September. John K. West (l), NBC Pacific division vice president, and Karel Pearson, Pacific division radio program manager, witness the pact.



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Brown to Publicity Post As NBC Press Names Four

FOUR promotions within the NBC press department have been announced by Ellis Moore, the department's director. Milton Brown has been appointed manager of program publicity succeeding Don Bishop, now director of publicity for NBC's owned stations, NBC Spot Sales and WRCA-AM-TV New York [B•T, May 23].

Sidney Desfor has been appointed manager of NBC's photo unit. He will be replaced as photo editor by Seymour Friedman. Ernest Otto has been appointed a column editor.

Mr. Brown has been with the network since 1949, serving most recently as column editor. Mr. Desfor joined the network in 1934 and has been photo editor since 1945. Mr. Friedman, who replaces Mr. Desfor, has been with the network since 1945 as a staff photographer. Mr. Otto joined NBC in 1951 as a staff writer.

Chet Huntley Joins NBC

CHET HUNTLEY, ABC west coast newscaster and Peabody Award winner, has joined NBC news as a staff commentator on the West Coast, John H. Thompson, manager of news and special events for NBC's Pacific Division, announced last week. His first major assignment will be coverage of the mid-June tenth anniversary meeting of the United Nations in San Francisco, where he covered the UN's organization in 1945.

Moos in NBC Labor Post

PROMOTION of Charles Moos from labor relations administrator to manager of labor relations for NBC has been announced by B. Lowell Jacobsen, director of NBC personnel. In his new post Mr. Moos will be responsible for all labor activities of the network and will report directly to Mr. Jacobsen.

Mesta Signs DuMont Option

PERLE MESTA, international socialite, has signed an option with Ted Cott, general manager of DuMont owned tv stations, to star in a tv program to be telecast from her home in Washington, D. C., and presented over DuMont's WTTG (TV) Washington in the fall. The half-hour program would present Miss Mesta in talks with government dignitaries and social leaders in Washington.

THE FIRST permanent CBS Television Affiliates Advisory Board, chosen from nine regional districts and two Extended Market Plan divisions, met in New York May 19 at the first general conference of CBS tv affiliates [B•T, May 23]. Those attending were (l to r): front row, William B. Quarton, vice president-general manager, WMT-TV Cedar Rapids, Iowa, District 6; Richard A. Borel (appointed secretary), director of tv, WBNS-TV Columbus, Ohio, District 2; C. Howard Lane (chairman), vice president-managing director, KOIN-TV Portland, Ore., District 9; J. L. Van Volkenburg, CBS-TV president; Paul Adanti, vice president-general manager, WHEN-TV Syracuse, N. Y., District 1; C. Bruce McConnell, president, WISH-TV Indianapolis, District 5; back row, Glenn Marshall Jr., president-general manager, WMBR-TV Jacksonville, Fla., District 3; Frank E. Busby, general manager, WTVY (TV) Dothan, Ala., EMP Eastern District; Clyde Rembert, president-managing director, KRLD-TV Dallas, District 7; Rex Howell, president-general manager, KFXJ-TV Grand Junction, Colo., EMP Western District; James D. Russell, president-general manager, KKTV (TV) Colorado Springs, Colo., District 8, and T. B. Lanford, vice president, WJTV (TV) Jackson, Miss., District 4.

CBS-TV Juvenile Shows To Delete 'Fun,' 'Thrills'

ELIMINATION of juvenile delinquency stories which might excite certain "border-line" cases to imitative acts has been established as a nationwide CBS-TV script policy.

Only such episodes which show that a juvenile who cuts himself off from society does not from this act enjoy companionship and "fun and thrills" will henceforth be approved, according to Edward Nathan, manager of the CBS-TV west coast editing department.

Under the new policy worked out by Herbert Carlborg, director of editing, New York, and himself, a "more constructive portrayal" will show that such youths have a "rough go" when they cut themselves away from the community by their delinquency, Mr. Nathan commented.

The new policy is the result of growing experience in the tv field, he observed. Recent evidence from responsible authorities before such groups as the current Kefauver investigating committee has shown that stories concerning delinquency may act to stimulate emulation from impressionable "border-line cases," he said.

Rather than combatting juvenile delinquency, such scripts have tended to glorify it, Mr. Nathan noted. "The fact that the delinquents are punished in the last scene doesn't compensate for what's gone before."

Starting Tomorrow Revlon Sponsors '$64,000 Question'

DEBUT of *$64,000 Question*, described as the biggest jackpot program in radio-tv history, has been scheduled for tomorrow (Tuesday) on CBS-TV, 10-10:30 p.m. under sponsorship of Revlon Products Corp. The series is produced by Louis G. Cowan Productions Inc. Agency for Revlon is William H. Weintraub Co., New York.

Hal March, who has most recently been featured on the *Imogene Coca Show* on NBC-TV, will emcee the new series. Format of *$64,000 Question* will enable the contestants to hit the $64,000 jackpot in 17 questions and over four weeks of appearances.

Board of editors, headed by Dr. Bergen Evans, Northwestern U. professor, author and tv moderator, will select questions and decide on answers.

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name *title/position*

company name

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city *zone* *state*

Brown Subs for Patt On CBS Affiliates Board

KENYON BROWN, KWFT Wichita Falls, Tex., last week was elected interim chairman of the CBS Radio Affiliates Assn. board of directors, serving during the illness of John F. Patt, WJR Detroit, affiliates board chairman. Mr. Brown served as chairman prior to election of Mr. Patt last August.

Mr. Patt suffered a coronary occlusion during the NARTB convention in Washington [B•T, May 30] and has been in Georgetown Hospital there. He was removed from the oxygen tent Wednesday. While he has not been removed from the critical list, his condition is reported as improved.

NBC-TV Corners Rights To Eastern Grid Games

THE COMPETITIVE drive between NBC and CBS flashed again last week with announcement from NBC that it has acquired rights to a football tv package of five regional college games, involving top eastern teams.

According to a joint statement by NBC Sports Director Thomas S. Gallery and Eastern College Athletic Conference Commissioner Asa S. Bushnell, the five-game package will be added to the eight games authorized for tv nationally by the National Collegiate Athletic Assn. for which NBC already has acquired rights.

The two packages give NBC-TV a lineup of 13 consecutive games this season from September to December.

Only a few weeks ago, indication was given at the CBS-TV affiliates meeting in New York, during which that network had announced rights for Big Ten and Pacific Coast conference games, that within "a short time" it would announce similar regional agreements with eastern colleges, principally in the New England and Middle Atlantic regions.

The NBC-TV regional package takes in NCAA's districts 1 and 2 covering the New England states, New York, Pennsylvania, New Jersey, Delaware and West Virginia. Dates for the telecasts are Sept. 24, Oct. 8 and 22, Nov. 5 and 12. The Army-Navy game, played usually in the East, already is on the national schedule, NBC-TV noted.

The network's football tv schedule now reads (eastern contests noted only by region, not games): Sept. 17—Miami vs. Georgia Tech; Sept. 24—eastern telecast. Also district 4 (midwest) regional telecast of Notre Dame-S.M.U. (South Bend, Ind.); Oct. 1—Ohio State at Stanford; Oct. 8—eastern telecast; Oct. 15—Notre Dame at Michigan State; Oct. 22—eastern telecast; Oct. 29—Iowa at Michigan; Nov. 5—eastern telecast; Nov. 12—eastern telecast; Nov. 19—UCLA at USC; Nov. 24— Texas at Texas A&M; Nov. 26—Army-Navy at Philadelphia, and Dec. 3—North Carolina at Duke.

Schedules of both NBC-TV and CBS-TV, it can be noted, do not conflict because NCAA's national tv schedule falls on dates when either regional telecasts are set or when CBS-TV has none of its games. [For CBS-TV's tentative schedule and dates see B•T, May 23.]

Daytimer Repeats

TWO daytime tv programs will be repeated on NBC-TV this month by "popular request," thus making the daytime serial an entry in the current pattern of repeat performances of tv drama. The productions, "Blackmail" and "The False Witness," two of the stories presented in the serial, *Modern Romances* (sponsored live on NBC-TV alternate Wednesdays and Thursdays by Miles Labs and alternate Mondays, Tuesdays, Wednesdays and Fridays by Colgate-Palmolive Co., 4:45-5 p.m. EDT), will be repeated via kinescope June 6 and 27, respectively. The serial completes one story each week, unlike the pattern of other daytime serials in which story and characters continue indefinitely. The repeat programs of the series, on 94 NBC-TV stations, are sponsored by C-P.

'Monitor' Simulcast

NBC RADIO's much heralded *Monitor* weekend programming will be launched this Sunday with a simulcast (4-5 p.m. EDT), which will present highlights of the entertainment and information this new service will encompass. This Sunday *Monitor* will continue until midnight, and on subsequent weekends will be broadcast from Saturday continuously until Sunday midnight on NBC Radio. The simulcast Sunday will be introduced by Sylvester L. Weaver Jr., NBC president, who will explain the *Monitor* concept. Others who will appear on the simulcast will be James Fleming, executive producer and editor of *Monitor;* Dave Garroway; Bob and Ray; Red Barber; Clifton Fadiman, and Morgan Beatty.

Paar Asks 'Morning' Release

CBS-TV's m.c. on the *Morning Show,* Jack Paar, has said he is asking for a release from the program because he understood the network planned to change the format from comedy-variety to more emphasis on news and to an appeal to children. "I've always felt my type of comedy appealed primarily to adults. I think it would be a mistake to try to adapt my style to a program aimed strongly at children," Mr. Paar commented.

NETWORK PEOPLE

Ralph Levy, director, CBS-TV *Jack Benny Show,* named executive producer-director of program for 1955-56 season.

Mac R. Johnson, CBS News, N. Y., to CBS News, Washington, as news editor, succeeding **Lawrence S. Haas.**

Ellingwood Kaye, story-script editor, Bing Crosby Enterprises and Roland Reed Productions, both Hollywood, to CBS-TV there as west coast story-script editor.

Bill Silbert, disc jockey, WMGM New York, to NBC Radio as host, *National Radio Fan Club,* effective June 17.

Byron Palmer and **Joan Weldon,** stars, snydicated tv film *This Is Your Music* series, to CBS Radio, Hollywood, to co-star in weekly *On a Sunday Afternoon* program.

Briggs Baugh, supervisor, tv co-op programs, ABC-TV, to ABC Radio station relations department.

Beryl Denzer, associate tv producer, CBS public affairs, Washington, and John Andrew Hackimer were married last Saturday.

Thomas W. Sarnoff, production director, NBC Western Div., Hollywood, and Janyce Lois Lundon were married May 21.

MANUFACTURING

Chipp Named Director Of DuMont Engineering

RODNEY D. CHIPP, engineering director of the DuMont Television Network since 1948, last week was appointed director of engineering for all of Allen B. DuMont Labs' manufacturing divisions.

MR. CHIPP

According to William H. Kelley, vice president and general manager of the manufacturing company, Mr. Chipp will coordinate engineering activities of the television receiver, cathode-ray tube, communication products, instrument and government divisions of DuMont. He also will act as liaison between the divisional engineering departments and DuMont's research laboratories.

Although Mr. Chipp will devote his time to engineering matters of the parent company, he also will continue to be available to the network for consultation and engineering help, Mr. Kelley said.

April Radio-Tv Set Output Above '54, Down From March

OUTPUT of radio and tv sets by factories during the month of April ran ahead of 1954 but the figures were below those of March, a five-week production month, according to Radio-Electronics-Tv Mfrs. Assn.

Radio output in April totaled 1,099,775 sets, highest figure for the year aside from March and above the 745,235 radios turned out in April 1954. Four-month radio output of 4,739,919 sets exceeded the 3,326,800 produced in the same 1954 period.

Tv set production in April totaled 583,174 units compared to 831,156 in March and 457,608 in April 1954. Four-month tv output totaled 2,771,426 sets compared to 1,904,718 a year ago.

Radios with fm tuning produced in April totaled 13,894 sets, with 2,547 tv sets having fm tuners. Of the 583,174 tv sets, 103,088 had uhf tuners.

Following are radio and tv set production by months during the first four months of 1955:

	Television	Home Sets	Portables
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 weeks)	831,156	300,840	233,465
April	583,174	193,431	265,866
TOTAL	2,771,426	1,007,223	655,754
	Auto	**Clock**	**Total Radio**
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 weeks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
TOTAL	2,513,480	563,462	4,739,919

Magnavox Appoints Two

APPOINTMENTS of Leonard Cramer, former Avco Mfg. Co. executive, as vice president and general manager of its tv-radio-phonograph division and of James A. Egan as Chicago sales manager have been announced by the Magnavox Co., Fort Wayne, Ind. Mr. Cramer formerly was vice president of Avco. His appointment was announced by Frank Freimann, Magnavox president. Mr. Egan's appointment, to a newly-created post, was announced by V. J. Sanborn, midwestern sales manager.

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it's the BEST INDEPENDENT!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada

Calgary, Alberta, Canada — CKXL
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the front-running radio station reaching more than a Quarter Million radio homes.

Call Avery-Knodel, Inc.

Tube & Transistor Division Established by Philco Corp.

INCREASING demand for electron tubes and transistors has led Philco Corp. to create a new division, to be known as the Lansdale (Pa.) Tube & Transistor Co., James H. Carmine, Philco president, has announced.

Mr. Carmine also announced that William J. Peltz has been appointed vice president and general manager of the Lansdale plant. Mr. Peltz has been with Philco 30 years and most recently was vice president in charge of operations for the Television Div.

He will be succeeded by Reese B. Lloyd, director of industrial and personnel relations for Philco, according to Mr. Carmine, who also made known the election of William H. Mattison to the newly-created post of vice president in charge of production for television. Mr. Mattison formerly was production manager of the Television Div.

The Lansdale plant, which has been a Philco subsidiary since 1947, will manufacture and market cathode ray tubes, vacuum tubes, transistors, diodes and other semi-conductor devices, Mr. Carmine declared.

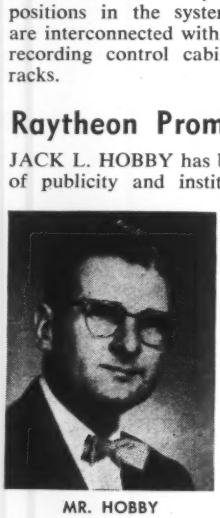
Massive Gates Console Delivered for VOA Use

GATES RADIO Co. has announced delivery of a 22-ft. master control console and a 26-ft. master recording console to the Voice of America studios, Washington.

The master control, which Gates believes will be the largest in use anywhere, provides for presetting and switching of 100 program sources to any of 26 transmitter lines. The recording console is designed to select 100 program sources to feed to any one of the 40 recording positions in the system. Recording facilities are interconnected with 25 equipment racks, 40 recording control cabinets, and 44 switching racks.

Raytheon Promotes Hobby

JACK L. HOBBY has been appointed manager of publicity and institutional advertising for Raytheon Mfg. Co., Waltham, Mass., the company has announced. Mr. Hobby has been with Raytheon for four years in the public relations, promotion and advertising departments.



MR. HOBBY

He was formerly with International Telephone & Telegraph Corp., New York, as assistant advertising and publicity manager. In his new assignment, Mr. Hobby will devote his full time to planning and supervision of the company's institutional advertising program and to its press liaison and publicity work.

FTR Has Tv Cable Section

ESTABLISHMENT of a community tv cable service section by the Federal Telephone & Radio Co., Clifton, N. J., has been announced by S. J. Powers, vice president, Components Div. Appointed to head the new section was Richard A. Hyer, formerly sales manager for wire and cable products. FTR is a subsidiary of IT&T.

CONTRACT for RCA equipment for KHAS-TV Hastings, Neb., is signed by Fred A. Seaton, president of the Seaton Publishing Co., with John Almen (l), RCA sales representative. Duane L. Watts (r) is general manager of the ch. 5 station, which is set to debut next fall [B•T, May 23].

Motorola Starts Construction On $1.5 Million Phoenix Plant

MOTOROLA Inc. has broken ground for a new $1.5 million plant in Phoenix, Ariz., to be used for research, development and production of transistors and related products. The manufacturing firm also announced opening next month of a new showroom in Chicago's Merchandise Mart.

Construction plans in Phoenix, where the facility is expected to be completed by year's end, call for a 57,600-sq. ft. one-story building, close to Motorola's engineering research and development center. John T. Hickey, staff assistant to Daniel E. Noble, vice president of electronics and communications, will coordinate the new operation. The set-making firm plans to put its new Merchandise Mart showroom in operation in mid-June.

RCA Previews Hi-Fi Units

AN ESTIMATED $300 million worth of assembled high-fidelity phonographs, tape recorders and component parts will be purchased this year compared to $241 million in total sales last year, Robert A. Seidel, executive vice president of RCA Consumer Products Div., predicted Wednesday. Mr. Seidel spoke at a preview showing of RCA Victor's new and first complete line of assembled hi-fi instruments.

Shown in New York were five models ranging in price from $129.95 (table model with three speakers and three-speed record changer) to $1,600 (twin-console, with four speakers in separate cabinet, including hi-fi tape recorder, three-speed changer and am-fm radio).

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- Rich Lumbering and Agricultural Area

GILL-PERNA, reps.

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MANUFACTURING

RCA Introduces Rectifiers

RCA Tube Div. has announced it has introduced a new line of quality selenium rectifiers for sale only to RCA tube and parts distributors. Lee F. Holleran, general marketing manager of the division, said the line consists of five universal-type rectifiers intended for general replacement use in tv receivers, radios, phonographs and other electronic instruments.

MANUFACTURING SHORTS

Gerity-Michigan Corp., with factories in Adrian, Mich., manufacturing basic automotive hardware, kitchen appliances, bathroom accessories, giftware, in addition to operating with government contracts, has appointed Thomas A. Farrell Assoc., Detroit, as managing and marketing consultant, to be utilized in expansion in automotive, appliance and farm equipment and other fields through merger and consolidation, also intending to explore possibilities of engaging in radio-tv broadcasting as opportunities are presented.

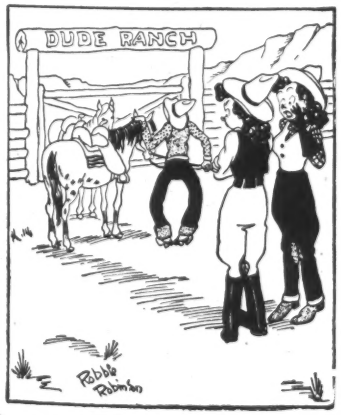
Allen B. DuMont Labs, Clifton, N. J., will introduce new line of tv receivers to distributors at five regional meetings, beginning in N. Y. June 14. Other meetings will be held in Chicago, June 17; L. A., June 20; Colorado Springs, June 23, and Atlanta, June 27.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
DuMont Labs			
KTBS-TV Shreveport, La.	25 kw	tv (ch. 3)	new station
Gates Radio Co.			
KLOV Loveland, Colo.	250 w	am	new station
KNTR Thermopolis, Wyo.	250 w	am	new station
KBRK Brookings, S. D.	500 w	am	new station
WHLM Harlan, Ky.	1 kw	am	power increase
WAYE Dundalk, Md.	1 kw	am	new station
WAEW Crossville, Tenn.	1 kw	am	power increase
WHBN Harrodsburg, Ky.	1 kw	am	new station
KRLC Lewiston, Idaho	5 kw	am	power increase
WWRL Woodside, N. Y.	5 kw	am	power increase
General Electric Co.			
KRNT-TV Des Moines, Iowa	50 kw	tv (ch. 8)	new station
RCA			
KWK-TV St. Louis	2 kw	tv (ch. 4)	standby
WCCO-TV Minneapolis	2 kw	tv (ch. 4)	standby

OTHER EQUIPMENT: DuMont Labs also reported shipments to KTBS-TV Shreveport of a dual-image orthicon camera chain, monochrome 16mm film multiscanner equipment and complete studio facilities, and to KCRG-TV Cedar Rapids, Iowa (ch. 9) of aural and visual 50 kw amplifiers. GE announced it shipped to KFJZ-TV Fort Worth (ch. 11) a 12-bay antenna, and complete transmitting equipment for network color to KRNT-TV Des Moines. RCA reported shipments of a 12½ kw amplifier to WMTV (TV) Madison, Wis. (ch. 33) and, three-vidicon color film cameras to WHO-TV Des Moines (ch. 13), WXEX-TV Petersburg, Va. (ch. 8), and KMJ-TV Fresno, Calif. (ch. 24).



"Remember, KRIZ Phoenix said we'd find beaux here?"

AWARDS

RESOR, MORTIMER WIN ART AWARDS

STANLEY RESOR, president of J. Walter Thompson Co., New York, and Charles J. Mortimer, president of General Foods Corp., were presented special awards Friday at a luncheon in New York marking the opening of the 34th annual exhibition of prize winning work submitted in a contest sponsored by the Art Directors Club of New York.

The special citations were awarded for contributions the recipients had made toward the presentation of graphic art and design "by encouraging art directors to work in the best creative climate."

At the luncheon, medals and distinctive merit awards also were presented to winners in 31 categories covering all visual media. In the television category, medals were awarded to commercials made for the H. J. Heinz Co. through Maxon Inc., and Skippy peanut butter through Guild, Bacom & Bonfigli Adv., San Francisco.

Distinctive merit awards in tv were won by commercials commissioned by the following advertisers: National Biscuit Co., through McCann-Erickson, New York (two distinctive merit citations); Feingenson Bros., Detroit, through W. B. Doner & Co., Detroit; ABC-TV for the *United States Steel Hour;* General Foods through Young & Rubicam; Chrysler Corp., through McCann-Erickson; CBS-TV for *Studio One;* and Speedway Petroleum Co., Detroit, through W. B. Doner & Co., Detroit.

William Golden, creative director of CBS-TV advertising and sales promotion, won one medal and four distinctive awards in the competition. Georg Olden, the network's director of graphic arts, and Kurt Weihs, staff artists, were recipients of distinctive merit awards. Other award winners from CBS-TV were Ben Shahn, artist, and Don Briggs, photographer, for work in the network's advertisements.

All prize-winning entries are on exhibit June 3-30 at the Associated American Artists Galleries, New York. Winners in this year's competition were chosen from more than 10,000 entries by 27 judges from the illustration, art direction, design and photography fields.

KERN's McElroy Wins First In Calif. AP Radio Awards

TOP HONOR in the third annual awards of California Associated Press Radio Assn., presented in Hollywood May 28, went to Paul McElroy, KERN Bakersfield newscaster, for his origination and development of news programs in both radio and tv fields.

Nominations for the radio-tv news origination and development award were based on AP records, in consultation with CAPRA executives. Other awards include:

Non-metropolitan radio news category:

Best local radio show—first, KMYC Marysville *John Mayer* newscasts; second, KPRL Paso Robles *Noon News;* third, KROY Sacramento *Hank Thornley* newscasts.

Best special events show—first, KHUM Eureka *Frank Brown's Earthquake Coverage;* second, KPRL Paso Robles *News Coverage Promotion.*

Best editorial or commentary show—KPRL Paso Robles *Dorothy Schwartz* program.

Metropolitan radio news category:

Best local news show—first, Mutual-Don Lee *Sam Hayes and the News,* written by Bob Smalley; second, KABC Hollywood *Orval Anderson;* third, KLX Oakland *Bill Dorais.*

Best local sports show—first, KABC Holly-

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or
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*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

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wood *1954 Western Region Football Games;* second, KNBC San Francisco *Ira Blue;* third, KCBS San Francisco *Carroll Hansen.*

Best special events show—first, KCBS San Francisco *The Moskovitz Kidnapping;* second, KFI Los Angeles *Kerwin Hoover's Hometown Happenings;* third, KGO San Francisco *Board of Supervisors* broadcasts.

Best documentary—first, KABC Hollywood *A Cell in the Country;* second, KCBS San Francisco *Port on Stilts;* third, KFMB San Diego *Pat McGuinness Covers a Murder.*

Best editorial or commentary show—first, KNX Hollywood *Bill Kenneally's Finn Twin* series; second, KGO San Francisco *Bill Adam's Liquid Gold;* third, KABC Hollywood *Chet Huntley's Fight Against Communism.*

General excellence, metropolitan or non-metropolitan radio news—KMYC Marysville (Joe B. Carroll, manager).

Only metropolitan category received awards this year in television, CAPRA executives noted.

Best news show—first, KABC-TV Hollywood *Sierra Madre Flood;* second, KFMB-TV San Diego *Newsreel;* third, KGO-TV San Francisco *Wanda Ramey.*

Best sports show—KGO-TV San Francisco *Sports Panorama.*

Best special events show—first, KFMB-TV *Sea Dart Crash;* second, KGO-TV San Francisco *Election Coverage.*

Best documentary—first, KABC-TV Hollywood *Eisenhower Career;* second, KFMB-TV San Diego *San Diego-1954;* third, KGO-TV San Francisco *Report to the People.*

Best editorial or commentary show—KNXT (TV) Hollywood *Bill Stout's Liquor Investigation.*

General excellence, metropolitan or non-metropolitan tv news—KGO-TV San Francisco (James Connelly, vice president and general manager).

Judging 1955 CAPRA awards were Los Angeles area newspaper radio-tv columnists and editors.

WGAW Asks Radio-Tv Writing Be Considered for Pulitzers

RECOMMENDATION that radio and tv writing be considered for Pulitzer prizes was made by Writers Guild of America West, Hollywood, last week. A letter to the Pulitzer prize advisory board from WGAW council and executive boards of radio, tv and screen branch unanimously supported a previous proposal by Jack L. Warner, vice president and executive producer, Warner Bros. Pictures, that annual awards for screen writing be established. Subsequently, WGAW sent another letter to John H. Hohenberg, Pulitzer board secretary, recommending extension of the awards into radio and tv fields.

Baptist Broadcasting Awards

THREE MINISTERS were presented with awards for "notable contributions to broadcasting" in ceremonies held at the American Baptist Convention in Atlantic City May 23. The awards went to the Rev. Stanley B. Hazzard, executive secretary of the New York Baptist Society of the American Baptist Convention; the Rev. Harold N. Geistweit of Oakland, Calif., and the Rev. Charles H. Schmitz, Syracuse, N. Y., director of broadcast training for the Broadcasting & Film Commission of the National Council of the Churches of Christ, U. S. A.

HAPPY ENDING to a six-year sponsor-announcer relationship is the occasion for this presentation. H. A. Kent (r), chairman of the board, P. Lorillard Co., presents a gold cigarette box, designed by Cartier, to Dennis James, who requested his release after six years as spokesman for Old Gold cigarettes. The ceremony took place during Mr. James' last appearance on *Two for the Money.* Reason for the mutually-agreed-to severance was Mr. James' heavy slate of tv programs.

Chicago Club Announces Annual Advertising Awards

CHICAGO FEDERATED ADV. CLUB has announced its 1955 annual advertising awards for "best work" at a dinner in the Morrison Hotel. Among winners were General Mills and Jewell Radio & Tv Productions (packager of *Silver Eagle*); Pacific Garden Mission and J. M. Camp & Co. for *Unshackled,* network radio shows; Mystik Adhesive Products (Mystik tape) and agency, George H. Hartman Co., for network radio announcements; *Kukla, Fran & Ollie* and ABC-TV; *Hawkins Falls* and *Zoo Parade* and NBC-TV; Hallmark Cards and agency, Foote, Cone & Belding, for "Macbeth" on *Hall of Fame,* for live network tv commercial.

Among local winners in radio were WMAQ, WGN, WBBM in radio and all four Chicago outlets in tv [WGN-TV; WBKB (TV); WBBM-TV; WNBQ (TV)]. Other agency winners were Olian & Bronner; Geoffrey Wade Adv.; Campbell-Mithun; Leo Burnett Co.; Earle Ludgin & Co., and Foote, Cone & Belding. Kling Film Productions and Sarra Inc. were film companies cited.

Advertisers cited in commercials category were Jay's Foods; American Dairy Assn.; Miles Labs; John Morrell & Co.; Kellogg Co.; Helene Curtis Industries; Perkins Products Div. of General Foods; Ralston Purina Co.; Elgin National Watch Co.; Green Giant Co.; Reynolds Aluminum Co.; Armour & Co.; Hamilton Glass Co.

Local radio program winners were WMAQ for *House of Music* (local musical program) and WBBM (honorable mention) for *Standout* (local documentary program). Special features: WMAQ and *News on the Spot* (news); WGN and *The Virginia Gale Show* (women's shows); WGN and *Chicago Tribune* (primary election coverage); WBBM and *The Seventh Continent* (local public service); NBC and *Carnival of Books* (network public service).

Commercial announcements: Standard Oil Co. and D'Arcy Adv. Co. (honorable mention) for network spots; George H. Hartman Co. and Ray O'Connell Chevrolet, local spots; WBBM and *WBBM Program Promotions* (hon-

WINNER of the New Haven (Conn.) Advertising Club's Gold Medal Award "for outstanding service to the people of the community," Patrick J. Goode (2d l), president of WNHC-AM-FM-TV there, was feted at a dinner attended by over 400 national, state and local guests. L to r: Eugene Katz, president of The Katz Agency, New York, station representative firm; Mr. Goode; Richard Lee, mayor of New Haven; Edward Codel, Katz Agency tv director; Aldo DeDominicus, secretary-general manager of the Elm City Broadcasting Co., stations' licensee, and Edward Obrist, WNHC-AM-TV, manager.

orable mention) for local spots.

In television, program awards went to WGN-TV and Walgreen Co. for *Romper Room* (local children's program); WBBM-TV and Harris Trust Co. for *This Is the Midwest* (documentary program); NBC-TV for *Out on the Farm* (honorable mention), educational network program; WBKB (TV) for *Of Medical Matters* (local educational); WBBM-TV for *Operations New Horizons* (honorable mention), local educational; Herbert S. Laufman & Co. and American Medical Assn. for *The Doctor Answers* (public service); WBKB for *Studs Terkel's Briefcase* (interview program); WBBM-TV, National Clothing Co. and Martin J. Kelly for *Mahalia Jackson Sings* (musical); WBBM-TV and Shell Oil Co. for *Julian Bentley & News* (news and commentary); WGN-TV for *Chicagoland Newsreel* (honorable mention); WNBQ (TV) for Championship Bowling (sports); WGN-TV for sports coverage (honorable mention); WBBM-TV, Borg Warner Corp. and Magikist Rug Cleaners, for *In Town Tonight* (variety); WNBQ for *Clint Youle, the Weatherman* (weather), and WNBQ for *City Desk* (honorable mention).

Treasury Honors Radio-Tv

RADIO and television industry has been honored by the Treasury Dept. with presentation of Minute Man Award to NARTB. The award was accepted by NARTB President Harold E. Fellows. W. Randolph Burgess, Undersecretary of the Treasury, said, "Millions upon millions of people have been reached through Savings Bond sales messages over radio and television. Your industry has to its credit a public service in behalf of the bond program that deserves unstinted praise."

Father's Day Awards Made

RADIO-TV personalities copped a share of Father's Day awards announced at a Waldorf-Astoria luncheon in New York by the National Father's Day Committee.

Those honored were: Sid Caesar, NBC-TV star, "Television Father of the Year;" George Hamilton Combs, WABC New York news commentator, "Radio Father of the Year;" Audrey Meadows, CBS-TV *Jackie Gleason Show*, "Father's Favorite Female;" Steve Allen, NBC-TV's *Tonight* and his wife, Jayne Meadows, panelist on CBS-TV's *I've Got a Secret*, "Husband and Wife Team of the Year," and Buster Crabbe and his son, Cuffy Crabbe, both featured in NBC-TV's film series, *Captain Gallant of the Foreign Legion*, "Father and Son Team of the Year."

AWARD SHORTS

WKNB-TV New Britain, Conn., presented award of merit for tv advertising from Hartford Adv. Club.

Fred Vinroot, program director, WIST Charlotte, N. C., presented award for "most outstanding performance by an actor" during 1954-55 season of Little Theatre of Charlotte.

Don McNeill, host, *Breakfast Club*, ABC, made honorary chief of Osage Tribe and given Osage name, "Deer at the Edge of the Forest." Mr. McNeill also presented 1955 "Stick-to-It" Award from Minnesota Mining & Mfg. Co., St. Paul, for staying top radio personality past 22 years. Award was first ever made to radio personality.

Beverly Brown, Beverly Brown Productions, New Orleans, presented Agate Line award from Adv. Club of New Orleans for work in developing young talent; **Joseph H. Epstein,** partner, Fitzgerald Adv. Agency, presented same award for more than 30 years' service to advertising profession and community.

WWJ Detroit and **American Airlines** presented President's Citation award from National Federation of Music Clubs.

Irvin Boudreau, account executive, WDRC Hartford, Conn., presented honorable mention award in competition of Hartford Adv. Club.

Helen Patterson, WAPO Chattanooga, and station presented honorary farm degree at annual Future Farmers of America Convention in Nashville.

Michael Ellis, personality, WPTZ (TV) Philadelphia, honored at dinner of Neighborhood Players of Phila. as Philadelphian "who has contributed most to the appreciation of the theatre arts and has furthered the interest of the little theatre movement in our community."

NBC presented scroll from Sullivan County (N. Y.) Board of Supervisors for "meritorious service to the citizens of the county."

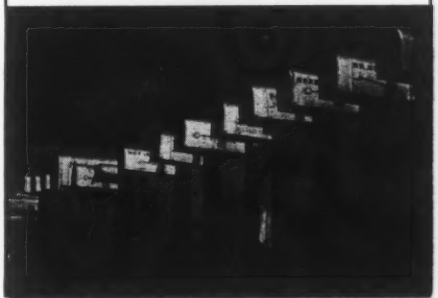
IN EVANSVILLE INDIANA
WISE BUYERS CHOOSE

WBKY FIFTY

SALES WITH SHOWMANSHIP
HIGH NOON RANCH
Mon. thru Fri., 11:45 to 12:15
Featuring Doug Oldham and The Dixie Six, Jeannie Lamb and Ulysses Carlini—the tops in "local live" programming.
PARTICIPATIONS AVAILABLE
Represented by MEEKER TV and ADAM YOUNG—St. Louis

IT WENT CBS CHANNEL 50

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

WTIC Hartford, Conn., presented award from Automobile Legal Assn. as "outstanding radio station in Connecticut in the promotion, encouragement and development of highway safety."

W. C. Phelps, farm service director, WKAI Macomb, Ill., named "Man of the Year" by Toledo, Peoria & Western Railroad in recognition of many civic activities.

WCPO-TV Cincinnati presented safety award from Cincinnati Police Safety Education Section for *Play It Safe* program.

Rev. Stanley B. Hazzard, D.D., executive secretary, New York Baptist City Society of American Baptist Convention; **Rev. Harold N. Geistweit,** D.D., Oakland, Calif., and **Rev. Charles H. Schmitz,** Syracuse, N. Y., presented awards for notable contributions to broadcasting from radio-tv committee of American Baptist Convention.

Sterling C. Quinlan, ABC, vice president in charge of WBKB (TV) Chicago, honored with award of merit from Chicago Dental Society for efforts in developing and presenting *Tv Dental Clinic* on station; **Jack Drees,** WBKB-ABC-TV sportscaster, awarded plaque by Austin Kiwanis Club for "accurate, unbiased and interesting coverage of sports."

Frank Goss, newscaster, Columbia Pacific Radio Network, Hollywood, and announcer, CBS Radio *Hallmark Hall of Fame,* received Hallmark Gold Crown lapel pin for "superior and sincere" announcing on program.

Eleanor Powell, star, KRCA (TV) Hollywood *Faith of Our Children,* cited for program by Jewish National Home for Asthmatic Children for "distinguished service to the nation's young people."

Charles S. Monroe, CBS Radio manager of program writing, and **Norman Ober,** CBS Radio staff writer, awarded certificates of honor by American National Red Cross for "distinguished achievement" in 1955 Red Cross campaign.

N. Jay Norman, account executive, Kling Film Productions, Chicago, honored by Sales Executives Club of Chicago, as "Distinguished Salesman of Year," at latter's awards banquet in Drake Hotel May 23. He was one of 50 salesmen to be given engraved gold statuettes.

INTERNATIONAL

COMPETITIVE TV SOUGHT IN BIG CANADA MARKETS

Canadian association cites survey indicating money is available from advertisers to support more than one station in the larger areas. Musicians union opposes move.

SUFFICIENT revenue from advertisers is available to sustain competitive tv stations in Canada's major markets, according to a survey made by the Canadian Assn. of Radio & Television Broadcasters. T. J. Allard, CARTB executive vice president, told the Canadian Parliamentary Committee at Ottawa that of 75 Canadian advertising agencies polled, 28 had replied, and most of these had clients waiting to buy tv time on Canadian stations.

Twelve agencies reported clients wanting time on a Vancouver station, 21 each on Toronto and Montreal stations. There were 13 agencies which had clients buying time on U. S. border stations because they were unable to obtain time on Canadian stations. The reporting agencies stated they had 85 clients ready to buy time when there were more Canadian tv stations. Mr. Allard reported that Canadian advertisers were spending about $1.6 million annually in New York State to reach Canadian major markets, mainly Toronto and Hamilton, and $200,000 in Washington State to reach tv audiences in Vancouver.

CARTB gave the committee the report of this agency survey to back up its recommendation to the committee that second stations be permitted in Canadian cities where now only one station is licensed. Mr. Allard said the CARTB was confident that Canadians wanted competitive tv and gave figures from the latest Elliott-Haynes Teleratings report to show that in southern Ontario, where U. S. stations can be tuned in, viewers tuned to a number of U. S. and Canadian stations.

Opposition to the CARTB request for competitive tv stations came later, with a presentation by Walter M. Murdoch, Canadian head of the American Federation of Musicians. He told the committee that he did not believe competitive tv stations would stimulate opportunities for Canadian talent. He based his opinion on the development of radio broadcasting in Canada, in which he said only 40 out of 153 independent Canadian radio stations employed musicians. These 40 stations paid out $526,000 to musicians last year compared to $1,417,000 paid out by the Canadian Broadcasting Corp. which operates all Canadian networks for both commercial and sustaining programs. Mr. Murdoch said the union had tried to sell greater use of live talent to private stations but to no avail.

Readying for Aussie Tv

THREE staff members of the Australian Consolidated Press, recently granted a license by the Australian Commonwealth Government to operate a commercial tv station in Sydney, will attend the NBC-Barnard College Summer Institute of Radio & Television to be held in New York, June 27 through Aug. 5. It is expected that the Australian Consolidated Press station will be in operation late in 1956.

Saar Radio Station to Aim Commercial Signal at France

EUROPA No. One—Radio, a 500 kw station located in the Saar between France and Germany, has started test French-language transmission looking toward commercial broadcasting into France, which has government-operated stations only. The company operating the radio station also is operating a tv station beaming programs into France's eastern provinces.

BRITISH COMMERCIAL TV PLANS DEBUT ON SEPT. 22

Total of 50 hours per week of programming is scheduled, according to Alan Towers, director of Associated Broadcasting Co. He predicts an 'international tv market' will eventually be created.

COMMERCIAL TV in Great Britain will bow on Sept. 22 with 50 hours per week of programming, of which 15 hours will be on the weekend schedule, according to Harry Alan Towers, director of Associated Broadcasting Co. Associated Broadcasting is a "program contractor" licensed to the Independent Television Authority.

At a news conference in New York, Mr. Towers, who also operates Towers of London, a film packaging company, predicted that in the years to come an "international tv market" will be created with a continued exchange of programs between the U. S. and Great Britain.

Mr. Towers roughly sketched the tentative schedule of commercial tv planned for the London area station which goes on the air Sept. 22. He said that the general 10% of programming time which can be sold commercially has been subscribed fully for about 13 weeks after the London station's debut. Programming will be made up of live and film with some of the film supplied by American companies. At the same time, British film producers already are contracting for U. S. syndication of certain tv series. He also said that Billy Graham, the evangelist, has been signed to make a series of 26 quarter-hour films. That program will be shown Sunday nights.

Among American advertisers which have signed for the 60-minute announcements, called "proximities," are Procter & Gamble, Colgate-

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.
* WCKY Audience, according to Nielsen Coverage Service.

Where in Radio Can You Buy More for 6¢?

Palmolive, Coca-Cola and Sterling Drug. Liquor advertising will be permitted on commercial tv in Britain, but, Mr. Towers said, most likely the advertising will be limited. He said it was expected that the *Roy Rogers Show* which is on NBC-TV in the U. S. would fill the 5-5:30 p.m. slot in the British schedule. Spot rate on the London station will be $2,800 (includes time and talent). Other stations will be opened in the midlands and in the north with still further stations to be opened by the first of the year.

Canadian Set Sales Increase

RECORD SALES of tv sets were made in Canada in the first four months of the year with a total of 197,183 as compared to 137,267 in the same period of 1954. Sales during the January-April 1955 period amounted to $60,754,034. Of the total sales in the first four months 75,157 sets were sold in the province of Ontario; 45,389 in Quebec province; 20,008 sets in British Columbia; 17,133 sets in Manitoba; 13,507 in Nova Scotia; 12,205 in Alberta; 7,769 in New Brunswick and Prince Edward Island provinces; 5,913 in Saskatchewan, and 102 sets in Newfoundland.

INTERNATIONAL SHORTS

CKCK-TV Regina, Sask., ch. 12, has issued rate card three, effective July 1, with one hour class A time at $235 and one minute at $50.

CJON-TV St. John's, Nfld., ch. 6, due on air July 25, has issued first and second rate cards, first effective July 1, second Oct. 1. First card rates start with $160 for one hour class A time, $32 for one minute announcement. Rate card two class A time starts with $200 for hour, $45 for one minute.

CKSO-TV Sudbury, Ont., completing construction of new studio for use in September. New building will provide 6,000 sq. ft. of studio and office space, art dept., staging for televising automobiles, storage area for tv sets and adjoining will be large parking area.

CBOFT (TV) Ottawa, French-language tv station, will begin operations July 1, commercial div. of Canadian Broadcasting Corp. has announced, making Ottawa second Canadian city with two tv stations, one English, one French. Montreal is other city with such arrangement. In both cases CBC owns and operates all transmitters. CBC July 1 increases rates on all tv stations. New rates will be for one hour class A network time: CBHT (TV) Halifax, $220; CBMT (TV) Montreal, $600; CBFT (TV) Montreal, $880; CBOT (TV) Ottawa, $320; CBOFT (TV) Ottawa, $230; CBWT (TV) Winnipeg, $320; and CBUT (TV) Vancouver, $400. Rates were not increased on CBLT (TV) Toronto, remaining at $950.

INTERNATIONAL PEOPLE

Georges Huard, manager, CBAF Moncton, N. B., to CBOT (TV) and CBOFT (TV) Ottawa as tv operations manager.

Bob Evans to CKSO-TV Sudbury, Ont., as news editor.

H. E. E. Pepler to radio div., Jos. A. Hardy & Co. Ltd. (station representatives), Toronto, as manager.

Frank C. Murray, assistant manager, CJBQ Belleville, Ont., elected president, Sales & Adv. Club of Belleville.

Ilona Knutsen to CJIC-TV Sault Ste. Marie, Ont., conducting *Women's World*.

EDUCATION

RCA Aids 1,500 Employes In After-Work Schooling

UNDER RCA's tuition loan and refund plan, more than 1,500 employes of RCA are currently taking courses at colleges and universities after working hours, Dr. C. B. Jolliffe, RCA vice president and technical director, has announced. The company spent $141,000 in 1954 to reimburse employes for the completion of their studies made possible by the plan, Dr. Jolliffe said.

RCA personnel may borrow money to pay tuition for college courses which will add to their education under the RCA tuition loan and refund plan. When the courses are successfully completed, the amount is refunded by the corporation. If an employe decides to pay for the courses himself, he is reimbursed when the work is completed.

RCA is making grants of up to $2,500 to each of 60 universities and colleges where RCA personnel have studied during the 1954-55 academic year, Dr. Jolliffe said. The contributions are in appreciation for the cooperation extended to RCA by the schools involved.

During the 1955-56 academic year, RCA will sponsor a scholarship-fellowship plan for the 11th year. To implement this plan, the company launched a scholarship plan in 1945 and extended it to include graduate fellowships in 1947. During 1955-56, the company will award 33 RCA scholarships and 20 RCA fellowships valued at $96,400.

Each scholarship provides the recipient with $800. The fellowships provide grants of up to $3,500 each. Schools where recipients will study set up the requirements for the awards and select the winners, Dr. Jolliffe said.

P-TA Begins Viewing Survey

SURVEY to determine tv viewing habits of California children is underway, with the California Congress of Parents & Teachers to make results available to both parents and the tv industry sometime in August.

Mrs. H. E. Johnson, Los Angeles radio-tv chairman, reports that 10 survey forms each had been sent by CCPT to 100 northern and 100 southern California P-TA chapters. These 2,000 questionnaires will be distributed by the local P-TA's, to determine what programs are viewed by children and if these programs are suitable for them.

EDUCATION SHORTS

College students participating in WRCA-AM-TV New York's "Operation Classroom" project under which they have been obtaining experience in various phases of broadcasting, have published first edition of *Campus Chimes*, their official newspaper. Some 50,000 copies of newspaper, which contains announcement of plan to send two students to Europe in September and interview with dramatist Robert E. Sherwood, have been circulated to 30 colleges and universities in New York area.

William H. Siemering Jr., who has served apprenticeship at WHA Madison, U. of Wisconsin outlet, awarded 1955-56 H. V. Kaltenborn radio scholarship at school.

EDUCATION PEOPLE

Edward De Roo, producer, KRCA (TV) Hollywood *Halls of Science* program, and instructor in tv production, U. of Southern California, has first novel, "The Fires of Youth," published.

Now it costs less to sell MINNEAPOLIS ST. PAUL

Maximum power at minimum cost. Ask your H-R representative about choice availabilities.

ASK H-R

316,000 watts on Channel 9

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

BMI

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PERRY COMO & J. P. MORGAN . . . . Victor
JOHNSTON BROTHERS . . London
THE GAYLORDS . . . . . Mercury
THE MARINERS . . . . . Columbia
DENNIS HALE . . . . . London
DEAN MARTIN . . . . . Capitol

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BROADCAST MUSIC, INC.
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

C-C SOAP TELECAST

LEVER BROS. presented the first closed-circuit telecast in the soap industry May 27 on NBC-TV to unveil the new gold-wrapped Lux Soap for its sales organization brought together in 20 key markets. Appearing on the half-hour program emanating from Burbank, Calif., were Warren N. Burding, Lever Bros. vice president; Ray Underwood, general sales manager, and Robert Black, vice president of J. Walter Thompson Co., New York. Appearing on the program, with Ken Carpenter as m.c., Mr. Burding explained the development of the Lux gold-packaged soap. The blocking, preparation and rehearsal of a live dramatic show with scenes from "The Suspect," upcoming on NBC-TV *Lux Video Theatre*, was shown.

WGN-TV FILM PREVIEW

PLANS for WGN-TV Chicago's fourth annual fall film preview for advertisers and agencies next month have been announced by the *Tribune* television outlet. First-run packages and network programs now available for local sponsorship will be screened for an expected 400 advertising representatives at WGN-TV's main audience studio June 22. More than 300 attended last year's showing of excerpts from over 30 films, according to Ted Weber, station sales manager. Five and 10 minute capsules will be shown during afternoon and evening sessions, covering the fields of drama, mystery, sports, news, quiz and other type program fare.

'DRUNK DRIVER'

CFPL-TV London, Ont., has filmed a production in cooperation with the London police department on what happens to a drunk motorist when arrested by the police department. The film "Drunk Driver" included a discussion on the affects of alcohol on the human system, with a U. of Western Ontario faculty member and Bob Reinhart, production manager of CFPL-TV, carrying on the discussion. The program was highly commended by London police chief A. E. Knight.

SCOREBOARD for the account executive contest at WTTG (TV) Washington [B•T, May 30] is held by George L. Griesbauer, sales manager, at a get-together of the salesmen and wives, who are "home sales managers" of the campaign. L to r: Mr. and Mrs. Martin Calle; Mr. and Mrs. Jack Corwin; Mr. and Mrs. Jules Huber; Mrs. Duncan Miller, wife of the station's publicity and promotion manager, and Tom Dwyer. Prizes in the contest, as a spur to the wives to spur the husbands, include a trip to Bermuda, automobile, mink cape, Westinghouse washer and dryer and others.

TELEPHONE QUIZ

NEW series of telephone quiz programs, *Monarch Coffee Quiz-a-Thon*, aired 12 times per week, was launched by WBBM Chicago last week, with Josh Brady as m.c. The format of the show calls for listeners to submit questions of "general knowledge" with the correct answers and sources. Monetary prizes will go to the listener called who correctly answers and to the person submitting the query. The jackpot builds up with incorrect replies. A separate contest is conducted each week. After five weeks' time, the listener who has sent in the best question will receive a 1955 Chevrolet automobile.

WRCA-TV TOURNAMENT

SOME 15,000 youngsters from the New York area were expected to attend an athletic tournament in Madison Square Garden Saturday, held by WRCA-TV New York on behalf of its *Junior Achievement* weekly program, in cooperation with the Savings Banks Assn. The 5-6 p.m. portion of the four-hour tournament is scheduled to be carried on WRCA-TV. Prizes will be awarded to winning youngsters and runners-up in the athletic competition.

'KNOW YOUR NEIGHBORS'

COMMUNITIES within the coverage area of WICS (TV) Springfield, Ill., are highlighted in new series of programs, *Know Your Neighbors*, with interviews of prominent citizens in different cities. The purpose of the series is to give viewers better knowledge of social, economic and industrial aspects of their particular city.

WTVJ (TV) AND BOSCO

MERCHANDISING DEPT. of WTVJ (TV) Miami has prepared jumbo postcards urging grocers to stock Bosco chocolate syrup and has distributed them to approximately 600 retail outlets in its coverage area. The syrup is used as a giveaway item on two programs. The card says, "Kids love it! They're seeing Bosco commercials on WTVJ ch. 4 as they wait for *Glenn and Mickey*. Never underestimate the power of a child in a grocery store."

WTTM TAPES DOPE RAID

JOE AYARES, newsman of WTTM Trenton, N. J., took part in the largest dope raid ever staged in the city, according to the station. Mr. Ayares joined 57 city, county, state and federal officers in the raid that netted 20 suspected heroin users and sellers. After attending the pre-raid briefing, he accompanied the officers as they smashed into one of 14 residences used by the addicts and passers, capturing the whole episode on tape, WTTM reports. *The Delaware Valley Review*, nightly news-roundup show, was devoted to the dope raid and featured the complete tape as recorded. Excerpts were heard on other programs.

MH
MASSAGLIA HOTELS
JOSEPH MASSAGLIA, JR., President
Hotel MIRAMAR and Bungalows
SANTA MONICA, California
California's World-famous Resort—250 rooms
WILLIAM W. DONNELLY, Manager
Hotel SENATOR
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The Capital's Premier Hotel—400 rooms
CHARLES W. COLE, Manager
Hotel EL RANCHO & Bungalows
GALLUP, New Mexico
World's Largest Ranch House—200 rooms
MARTIN L. HANKS, Manager
Hotel RALEIGH
WASHINGTON, D. C.
On Famous Pennsylvania Ave.—500 rooms
JOHN F. SCHLOTTERBECK, Manager
Hotel BOND
HARTFORD, Connecticut
Hartford's Finest—400 rooms
GRIFFITH R. DAVIES, Manager
Hotel SINTON
CINCINNATI, Ohio
Hospitality at its Best—700 rooms
JOHN SCHEIBLY, Manager
Hotel SHERWYN
PITTSBURGH, Pennsylvania
Center of Everything—400 rooms
MURREL F. VAUGHN, Manager
World-famed hotels—
Teletype service—Family Plan

$53,752,000 IS A LOT OF HAMMERING!
THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL
1 KW—Shamokin, Pa.
WHWL
1 KW—Nanticoke, Pa.

KEEP IN TOUCH BY RADIO

IN OBSERVANCE of "Radio Month" in Connecticut during June, WNHC New Haven is launching a promotion campaign with on-the-air announcements, together with radio store window streamers and radio contest giveaways. The slogan, "At home or on the go, keep in touch . . . by radio," will be used on station breaks and in all newspaper and billboard advertisements.

ELECTRONIC FOUNTAIN ON TV

TO HELP introduce the RCA Victor new orthophonic high fidelity line, an electronic fountain was used in a tv commercial during the *Producers Showcase* color spectacular program on NBC-TV last Monday. R. E. Conley, advertising manager of the RCA Victor radio and victrola division, said it was the first use of an electronic fountain in a tv commercial. He said the fountain's color, height and flow respond to the musical sounds from the high fidelity instruments during the one-minute color commercials.

RETURN TO RADIO

WQXR New York has issued a merchandising piece, tied in with the return of Henry S. Levy & Sons (bakers), New York, to the station as an advertiser after a two year absence. The brochure is slanted toward retailers, telling them how Levy's bread is being promoted on the air through the use of 61 time signals on WQXR each week.

HOTPOINT SUGGESTS RADIO-TV

RADIO-TV announcements will be among the suggested sales helps submitted by Hotpoint Inc. to its dealers for moving more merchandise during the next few months, the company has announced. Four additional sales helps include, besides spot announcements for local use, outdoor posters, sales movies and a special "do it yourself" ad mat book. The radio-tv part of the account is handled by Maxon Inc., Chicago.

KOOL-TV MOVES

KOOL-TV Phoenix, Ariz., has distributed a large, metal scale model of an Allied Van Lines moving truck to advertisers and agencies to publicize its "move" from an independent to a CBS-TV affiliate, effective June 16. Pictures of stars of various CBS-TV programs are pasted to the truck. KOOL-TV is owned by cowboy star Gene Autry, whose tv program is seen on the network Saturday, 7-7:30 p.m.

RESULTS ON KABC

EXCELLENT results from a daily saturation schedule, which concentrates on seven-second spot announcements on KABC Hollywood between 8 a.m. and 12:30 p.m., is reported by Van de Kamp's Holland Dutch Bakers Inc., Los Angeles bakery chain, in a letter to the station. Thomas H. L. Bodley, California Adv. Agency, representing the bakery, comments in the letter that the commercial includes in the selling message the product name, description and price, together with adequate sponsor identification, all within the seven seconds. The current 52-week Van de Kamp-KABC contract started last February.

TAPE DUPLICATION

Unrivalled capacity, fast complete service. Multiple destination mailings. Experienced engineers. Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.

1558-70 Pierce Avenue Camden, N. J.

Cam.: WO 3-3000 • Phila.: WA 2-4649

$100,000 KNOTHOLE

BASEBALL PLAYERS in the Pacific Coast League are being offered a chance to get rich and retire by KTVW (TV) Tacoma (Seattle), Wash. The station has installed a plate with a metal knothole in the leftfield fence of the Seattle Rainier ballpark and will present a certified check for $100,000 to the batter who puts one through. The knothole is placed 11½ ft. high, 360 ft. from home plate and is ½ inch larger in diameter than a baseball. The hole is insured for the amount of the prize money. Research by the insurance company shows only 16 balls hit the fence during the 86 Rainier home games last season and it says chances of the feat "make the risk negligible. We think." The idea was conceived by Roger Rice, KTVW station manager.

TESTIMONIAL TO RADIO

IN A LETTER to Bert Haling, editor of *The Life Line*, house organ of the Great National Life Insurance Co., Dallas, Tex., Gene Underbrink, GNL Kingsville, Tex., salesman, writes a testimonial to radio. Using one 1-minute spot per week on KINE Kingsville at $3 per week, Mr. Underbrink reports as a direct result he has written $600 worth of premium income at a total cost to him of about $50. He is on a program which announces all the births of the Kleberg County (Tex.) Hospital and is entitled to all the addresses, types of jobs and other pertinent information of new parents. The program also has helped his prestige, Mr. Underbrink reports.

SAFETY ON WIP

FOR the Memorial Day weekend, WIP Philadelphia tape-recorded safety messages of a Philadelphia cab driver who was presented a national award, one of 24, for 15 years of safe driving without an accident. The station took a large ad in the *Philadelphia Inquirer* in which was printed a poem, "Courtesy," written by disc m.c. Bob Menefee, who hosts the *Heading Home* safe driving program. Mr. Menefee coined the slogan, "On Memorial Day Honor the Dead, Don't Join Them," as a gruesome reminder to drivers. WIP also aired traffic bulletins on conditions of highways, bridges, bottlenecks and road hazards at least every hour from Friday morning until Tuesday morning. The station, which has a direct line to the Weather Bureau, broadcast frequent weather reports and also maintained constant contact with the Pennsylvania and New Jersey state police.

'LOONEY TUNES' CONTEST

TIE-IN promotion between WABD (TV) New York and Dell Publishing Co., comic book publisher, was launched last week and will run through the month of June. The drive involves a contest on *Looney Tunes*, the station's 6:30-7 p.m. show featuring Bob Bean, caricaturist. To enter the contest young viewers submit a drawing of a *Looney Tunes* character or make a tracing of the front cover of one of Dell's "Looney Tunes" comic books. Dell is supporting the promotion with posters being sent to news dealers and chain stores. Daily winners will receive four Dell books. A year's subscription to Dell books will be awarded to children whose drawings are selected as the 10 best of the week.

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tv lighting

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INSURANCE
answers the problem of claims in this field
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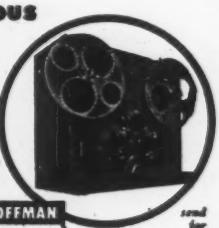
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

WORLD FAMOUS

S-5

synchronous magnetic film recorder for motion pictures and television



STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.

send for particulars

Station Authorizations, Applications

(As Compiled by B • T)

May 26 through June 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 1

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,736	2,711	122	221	67
Fm	540	523	32	3	0

Television Station Grants and Applications

Since April 14, 1952

Grants Since July 11, 1952:

	vhf	uhf	Total
Commercial	284	322	608[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	312	103	415
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	965	337	744	540	1,285[2]
Noncom. Educ.	58		30	28	58[3]
Total	1,023	337	774	568	1,343[4]

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 641 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Wailuku, Maui, Hawaii—Maui Pub. Co. (KMVI) granted vhf ch. 12 (204-210 mc); ERP 30.2 kw visual, 15.1 kw aural; antenna height above average terrain 5,940 ft., above ground 100 ft. Estimated construction cost $80,000, first year operating cost $42,000, revenue $45,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakala. Geographic coordinates 20° 42′ 43″ N. Lat., 156° 15′ 26″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lawrence Trombley, Honolulu. Principals include Pres. **J. Walter Cameron** (41.7%); **Maui Pineapple Co.** (41.2%), and **Kahului Railroad Co.** (8.4%). This is to be satellite chiefly of ch. 11 KONA-TV Honolulu. Comr. Frieda B. Hennock dissented. Granted May 26.

APPLICATION

Roanoke, Ind.—Sarkes Tarzian Inc. (WTTS-WTTV (TV) Bloomington, Ind.), uhf ch. 21 (512-518 mc); ERP 251 kw visual, 126 kw aural; antenna height above average terrain 763 ft., above ground 753 ft. Estimated construction cost $345,222, first year operating cost $300,000, revenue $275,000. Post office address 539 S. Walnut St., Bloomington, Ind. Studio and transmitter location 3.3 miles E of Arcola, Ind. Geographic coordinates 41° 06′ 30″ N. Lat., 85° 13′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Pres. **Sarkes Tarzian** (51%); Sec.-Treas. **Mary Tarzian** (17%); **Thomas T. Tarzian** (16%), and **Patricia J. Tarzian** (16%). Filed May 31.

Existing Tv Stations . . .

ACTIONS BY FCC

KCOP (TV) Los Angeles, Calif.—The Copely Press Inc. granted CP for ch. 13 to change ERP to 162 kw visual, 83.2 kw aural; antenna height above average terrain 2,920 ft. Granted May 26; announced June 1.

KNTV (TV) San Jose, Calif.—Standard Radio & Tv Co. granted mod. of CP for ch. 11 to change ERP to 5.3 kw visual, 2.6 kw aural, directional antenna height above average terrain 2,770 ft. Granted May 23; announced June 1.

WFAM-TV Lafayette, Ind.—WFAM Inc. granted mod. of CP for ch. 59 to change ERP to 170 kw visual, 100 kw aural; antenna height above average terrain 630 ft. Granted May 24; announced June 1.

WPAG-TV Ann Arbor, Mich.—Washtenaw Bcstg. Co. granted mod. of CP for ch. 2 to change ERP to 17 kw visual, 9.5 kw aural; antenna height above average terrain 340 ft. Granted May 23; announced June 1.

WITN (TV) Washington, N. C.—North Carolina Tv Inc. granted mod. of CP for ch. 7 to change ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 870 ft. Granted May 26; announced June 1.

WFLG-TV Fayetteville, N. C.—Fayetteville Bcstrs. Inc. granted mod. of CP for ch. 18 to change ERP to 13.2 kw visual, 7.4 kw aural; antenna height above average terrain 350 ft. Granted May 27; announced June 1.

KOTA-TV Rapid City, S. D.—Black Hills Bcstg. Co. of Rapid City granted STA to operate commercially on ch. 3 until Aug. 8, 1955; mod. of CP to change ERP to 1.13 kw visual, 0.79 kw aural; antenna height above average terrain 340 ft. Granted May 25; announced June 1.

WSIX-TV Nashville, Tenn.—WSIX Inc. granted mod. of CP for ch. 8 to change ERP to 178 kw visual, 89 kw aural; antenna height above average terrain 1,360 ft. Granted May 27; announced June 1.

WFRV-TV Green Bay, Wis.—Valley Telecasting Co. granted STA to operate commercially on ch. 5 until Aug. 23. Granted May 20; announced June 1.

APPLICATIONS

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Corp. seeks mod. of CP for ch. 43 to change ERP to 257 kw visual, 150 kw aural; transmitter location to Niggerhead Creek, Tucker Mt.; antenna height above average terrain 1,431.7 ft. Filed June 1.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. seeks mod. of CP for ch. 13 to change studio location to U. S. Hwy. 83, 1½ miles S of city limits. Filed June 1.

WTVU (TV) Scranton, Pa.—Appalachian Co. seeks mod. of CP for ch. 73 to specify ch. 44 (650-656 mc); change ERP to 13.2 kw visual, 7.1 kw aural; studio location to Hotel Jermyn, Scranton; antenna height above average terrain 1,283.4 ft. Filed May 24.

KDLO-TV Florence, S. D.—The Hills Bcstg. Co. seeks mod. of CP for ch. 3 to change ERP to 25 kw visual, 15 kw aural; transmitter location to 0.5 mile N of Garden City, S. D.; antenna height above average terrain 841 ft. Filed May 26.

WSAU-TV Wausau, Wis.—Wisconsin Valley Tv Corp. seeks mod. of CP for ch. 7 to change ERP to 99.5 kw visual and 59.6 kw aural. Filed May 26.

CALL LETTERS ASSIGNED

KCIS (TV) Shreveport, La.—Shreveport Television Co., ch. 12.

WDAM (TV) Hattiesburg, Miss.—Lion Television Co., ch. 9.

WJTV (TV) Jackson, Miss.—Standard Life Bcstg. Co., ch. 12. Changed from WSLI-TV.

KBAS-TV Ephrata, Wash.—Basin Television Co., ch. 43.

New Am Stations . . .

ACTION BY FCC

Colville, Wash.—Merle B. Peterson tr/as Colville Bcstg. Co. granted 1480 kc, 1 kw daytime. Post Office address 4422 S. W. Shattuck Rd., Portland, Ore. Estimated construction cost $17,915, first year operating cost $30,000, revenue $33,000. Mr. Peterson is chief engineer at WQFM (FM) Portland. Granted June 1.

APPLICATIONS

Palatka, Fla.—Raymac Inc. Post office address % Carmen Macri, 261 Glynles Rd., Jacksonville, Fla. Estimated construction cost $25,982, first year operating cost $32,400, revenue $55,200. Principals: Pres.-Treas. **Carmen Macri** (100%), stockholder-general manager WOBS Jacksonville; sec.-treas. stockholder WABR Winter Park, and stockholder WMIE Miami, all Florida. Filed May 23.

West Point, Ga.—Confederate Radio Co., 1570 kc, 1 kw daytime. Post office address Box 427, West Point. Estimated construction cost $9,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement H. Murphy Jr.** (45%), former general manager WRLD West Point; Vice Pres. **F. K. Mize** (20%), auto sales; Sec.-Treas. **Albert L. Stancel Jr.** (35%), former chief engineer WRLD. Filed May 23.

South Paris, Me.—Oxford Bcstg. Corp., 1450 kc, 250 w unlimited. Post office address % Gerald T. Higgins, Shepley St., Auburn, Me. Estimated construction cost $14,492, first year operating cost $32,760, revenue $46,800. Principals include Pres. **Gerald T. Higgins** (51.4%), commercial manager-2.5% owner WLAM Lewiston, Me.; Vice Pres.-Treas. **Elden H. Shute Jr.** (47.6%), pres.-station manager-2.5% owner WLAM, and Sec. **Edward J. Beauchamp** (1%), attorney. Filed May 12.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Anoka, Minn.—Anoka Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % John H. Lemme, 105½ East Broadway, Little Falls, Minn. Estimated construction cost $31,600, first year operating cost $54,000, revenue $60,000. Principals include Pres. **John H. Lemme** (60%), 75% owner KLTF Little Falls, Minn., and Vice Pres. **Oscar Lemme** (20%), 25% owner KLTF. Filed May 16.

Kalispell, Mont.—Leslie L. Sterling & William H. Patterson d/b as Flathead Valley Bcstrs., 730 kc, 1 kw daytime. Post office address % William H. Patterson, Route 3, Box 125, Spokane, Wash. Estimated construction cost $18,816, first year operating cost $39,480, revenue $47,000, Principals include **W. H. Patterson** (50%), engineer KHQ-AM-TV Spokane, Wash., and **L. L. Sterling** (50%), radio officer for steamship company. Filed May 25.

Greenville, Ohio—Western Ohio Bcstg. Co., 1320 kc, 500 w daytime, directional. Post office address % E. T. Herzog, Box 311, R. R. 12, Cincinnati. Estimated construction cost $17,366, first year operating cost $46,199, revenue $72,000. Principals include Pres. **Clark Cutler** (25%), former engineer WOCH North Vernon, Ind.; Sec.-Treas. **R. M. Herzog** (25%), engineer WLW Cincinnati, and Vice Pres. **Wilbur D. Spidel** (12.5%), attorney. Filed May 24.

Shelton, Wash.—Roy C. McConkey tr/as Mason County Bcstg. Co., 920 kc, 500 w daytime. Post office address 529 Birch St. Estimated construction cost $14,983, first year operating cost $36,000, revenue $48,000. Mr. McConkey is owner of pharmacy and drug store in Klamath Falls, Ore. Filed May 25.

Welch, W. Va.—Williamson Bcstg. Corp. (WBTH Williamson, W. Va.), 1340 kc, 100 w unlimited. Post office address Second Ave. at Court St. Estimated construction cost $5,475, first year operating cost $48,000, revenue $52,000. Principals include Pres. **Alice Shein** (60.1%); Vice Pres. **S. P. Goodman** (2.9%); Treas. **Phil Beinhorn** (34%), and Sec. **W. M. Goodman** (2.8%). Filed May 13.

Existing Am Stations . . .

ACTIONS BY FCC

WKIC Hazard, Ky.—BMG Bcstg. Corp. granted CP to change from 1340 kc 250 w unlimited to 1430 kc 1 kw daytime. Granted June 1.

WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. granted CP to change from 250 w to 1 kw on 1570 kc daytime. Granted June 1.

WCEF Parkersburg, W. Va.—Clarence E. Franklin granted CP to change from 250 w to 1 kw on 1050 kc daytime. Granted June 1.

APPLICATIONS

WHAB Baxley, Ga.—Farnell O'Quinn tr/as Tri-City Bcstg. System seeks CP to change from 1 kw to 5 kw on 1260 kc. Filed May 26.

KIKI Honolulu, Hawaii—KIKI Ltd. seeks CP to change from 860 kc to 830 kc. Filed May 26.

KATZ St. Louis, Mo.—Cora L. Garrett & Bernice Schwartz d/b as St. Louis Bcstg. Co. seeks CP to change from daytime to fulltime operation, directional night. Filed May 26.

Existing Fm Stations . . .

ACTIONS BY FCC

KQFM (FM) Portland, Ore.—H Quenton Cox granted CP to change ERP to 17 kw; antenna height above average terrain 960 ft. Granted May 24; announced June 1.

KCPS (FM) Tacoma, Wash.—Clover Park School District granted mod. of CP to change ERP to 70 w; antenna height above average terrain 90 ft. Granted May 27; announced June 1.

Ownership Changes . . .

ACTIONS BY FCC

WBRC-AM-TV Birmingham, Ala.—Birmingham Bcstg. Co. seeks assignment to parent company Storer Bcstg. Co. Filed May 24.

WJCM Sebring, Fla.—Clearfield Bcstrs. Inc. granted voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% but obtains control through ability to elect 3 out of 4 directors. Control of WCPA Clearfield and WAKU Latrobe, both Pennsylvania, are also involved in sale. Granted May 23; announced June 1.

KRNT-TV Des Moines, Iowa—Cowles Bcstg. Co. granted assignment to wholly owned subsidiary KRNT-TV Co. Granted May 27; announced June 1.

WPKE Pikeville, Ky.—East Ky. Bcstg. Corp. granted voluntary transfer of control to Jack L. Hatcher through purchase of 92.2% interest for approximately $15,000. Mr. Hatcher, president of Coca-Cola Bottling Co., will now own 96.8%. Granted June 1.

WSIP Paintsville, Ky.—Ted Arnold Silvert & Escom Chandler d/b as Big Sandy Bcstg. Co. granted voluntary assignment to Ted Arnold Silvert tr/as Big Sandy Bcstg. Co. through purchase 50% interest from Escom Chandler for $13,000. Mr. Silvert, stockholder of WSFC Somerset, Ky., will now be sole owner. Granted June 1.

WCPA Clearfield, WAKU Latrobe, Pa.—Clearfield Bcstrs. Inc. granted voluntary transfer of control to William K. Ulerich through purchase of 5 shares from Frank G. Smith for $750. Mr. Ulerich will now own 39.8% interest but obtains control through ability to elect 3 out of 4 directors. Control of WJCM Sebring, Fla., is also involved in sale. Granted May 23; announced June 1.

APPLICATIONS

KVOA-AM-TV Tucson, Ariz.—Arizona Bcstg. Co. seeks transfer of control to Arizona Bcstg. Co. through sale of all stock for $288,904 and obligations totalling $225,000. Principals include Pres. **Clinton D. McKinnon** (20%) 75% owner *North Shores* (San Diego) *Sentinal*, 51% owner *Coronado* (Calif.) *Journal*, and former editor-publisher-majority stockholder of the defunct *Los Angeles Daily News;* Vice Pres. **Bernard Weinberg** (20%), advertising; Vice Pres. **Frank J. Oxarat** (20%), tv-radio production; Sec. **Arthur A. Desser** (20%), attorney and real estate development, and Treas. **Harold B. Garfield** (20%), drug store owner and business and property management. Filed May 17.

WJSB Crestview, Fla.—C. S. Henderson & James T. Whitaker d/b as Crestview Bcstg. Co. seek voluntary assignment to C. S. Henderson through purchase of remaining 25% interest from Mr. Whitaker for $3,209. Filed May 26.

WEOA Evansville, Ind.—Consolidated Tv & Radio Bcstrs. Inc. seeks voluntary assignment to Ohio Valley Tv Co. for $116,000. Ohio Valley operates WEHT (TV) Henderson, Ky., and is wholly owned by Malco Theatres Inc. Principals include Pres. **Herbert R. Levy**· Vice Pres. **M. A. Lightman Jr.** and Treas. **Richard L. Lightman.** Filed May 17.

KRPL Moscow, Idaho—Roy Anderson tr/as Latah County Bcstrs. seeks assignment to wholly owned corporation KRPL Inc. Filed May 18.

KAPB Marksville, La.—Avoyelles Bcstg. Corp. seeks voluntary transfer of control to G. C. Billups Jr. (24.8%); Irene Billups (24%), Alleta B. Saunders (49.6%), through transfer of 2,460 shares of stock from W. L. Billups. Filed May 23.

WJON St. Cloud, Minn.—Granite City Bcstg. Co. seeks transfer of control to William T. Comstock and John P. Haerle Jr. through sale of all stock for $52,924. Principals include Vice Pres. **William T. Comstock** (49.5%), 99.2% owner WPDR Portage, Wis., publisher of *Portage Daily Register & Democrat*, and pres.-75% owner *Oconto* (Wis.) *Reporter*, and Pres. **John P. Haerle Jr.** (49.5%), station manager of WPDR. Filed May 17.

KOAT-TV Albuquerque, N. M.—Alvarado Tv Co. seeks relinquishment of control through issuance of approximately 20,000 shares of new stock. Principals will now include Alvarado Bcstg. Co. (30%); Albuquerque Exhibitors Inc. (33%); Philip R. Hoffman (4%); Dr. Alfred L. Lopez (4.5%), dentist, and William J. Wylder, (4.5%), KOAT-TV announced. Filed May 24.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Stromberg-Carlson Bcstg. Co. seeks assignment to General Dynamics Corp. under merger plan calling for exchange of stock. Filed May 24.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Stromberg-Carlson Co. seeks assignment to wholly owned subsidiary Stromberg-Carlson Bcstg. Co. Assignment is part of proposed merger with General Dynamics Corp. Filed May 24.

WTRP Ripley, Tenn.—Earl W. Daly tr/as West Tenn. Radio Service seeks assignment to Hobson H. Daws & Harold L. Baker d/b as West Tenn. Radio Bcstrs. for $10,000. Principals include Hobson H. Daws (80%), former assistant manager KOSE Osceola, Ark., and Harold L. Baker (20%), radio-tv technician. Filed May 23.

WAGC Chattanooga, Tenn.—Tenn. Valley Bcstg. Co. seeks assignment to WAGC Bcstg. Co. for $105,000. WAGC Bcstg. is owned by Mid-South Bcstg. Corp., operator of WHHM Memphis, Tenn. Principals include Pres. **P. Furlow**; Vice Pres. **C. K. Beaver**, and Sec.-Treas. **W. O. Waites.** Filed May 25.

WWOD-AM-FM Lynchburg, Va.—Roanoke Independent Bcstrs. Inc. seek assignment to newly formed corporation Lynchburg Independent Bcstrs. Inc. No consideration involved as Cy N. Bahakel remains sole owner. Filed May 26.

WCHF Chippewa Falls, Wis.—Harold R. Murphy tr/as Chippewa Falls Bcstg. Co. seeks assignment to Chippewa Falls Bcstg. Co. for approximately $55,000. Principals include Pres. **Russell G. Slater** (⅓), 40% owner WTAQ LaGrange, Ill., and half-owner of WBEL Beloit, Wis., and Vice Pres. **Walter F. Kean** (⅔), stockholder WKOW-AM-TV Madison, Wis. Filed May 24.

Hearing Cases . . .

INITIAL DECISIONS

Hartford, Conn.—New tv, ch. 3. FCC hearing examiner Fanney N. Litvin issued initial decision looking toward grant of the application of The Travelers Bcstg. Service Corp. for new tv station on ch. 3 in Hartford, Conn., engineering condition and denial of the competing application of Hartford Telecasting Co. for the same facility. Action May 31.

Houston-Galveston, Tex.—FCC hearing examiner John B. Poindexter issued initial decision looking toward (1) denial of protest by Houston Consolidated Television Co. (KTRK-TV, ch. 13), Houston, Tex.; (2) grant of application of Gulf Television Co. for mod. of CP of station KGUL-TV (ch. 11) Galveston, Tex., to change transmitter site to a point about 24 miles from Houston and 27 miles from Galveston, with ERP of 261 kw visual, 131 kw aural, antenna height above average terrain 1185 ft., and make other changes; and (3) confirmed Sept. 1, 1954 grant of said application. Action June 1.

OTHER ACTIONS

KFAR Fairbanks, Alaska—Midnight Sun Bcstg. Co. FCC on own motion, extended to Aug. 31 outstanding SSA to operate on 660 kc, with 10 kw, U, pending action on application to continue same on a permanent basis. KFAR is licensed for 610 kc 5 kw, U. Comr. Hennock absent. Action June 1.

WKNB-TV New Britain, Conn.—The New Britain Bcstg. Co. FCC designated for hearing on June 20 application for mod. of CP (ch. 30) and application for transfer of control to NBC; made WNHC-TV (ch. 8) New Haven, and WATR-TV (ch. 53) Waterbury, parties to proceeding, which will consist of oral argument. Comrs. Webster and Bartley dissenting and voting for evidentiary hearing; Comr. Hennock dissenting and issuing a statement. Action May 26.

Fm Allocation—FCC proposed amending the fm broadcast allocation table to delete ch. 234 from Baltimore, Md., and assign it to Dover, Del.; and to delete ch. 233 from Reading, Pa. Comments will be received by July 1. Comr. Hennock absent. Action June 1.

Functional Music—FCC by memorandum opinion and order, extended to July 1 the effective date of its rules authorizing fm broadcasters to engage in functional music operations; denied petition of WWDC Inc., Washington, D. C., for reconsideration and modification or waiver of such rules, which had been stayed to June 1 pending determination on WWDC's petition. Comr. Doerfer favored grant of petition. Action June 1.

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• Houston, Texas	2700 Polk Avenue	Atwood 8536
Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
New York, International Div.	13 East 40th Street	Murray Hill 9-0200
Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

KOB Albuquerque, N. M.—FCC by memorandum opinion and order, the Commission reopened the record in the proceeding involving applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M., for mod. of CP to operate on 770 kc with 50 kw, unlimited time, and for license to cover same. This was done to bring the record to date and obtain additional evidence. WBZ, operating on 1030 kc in Boston, Mass., was added as a party and the hearing examiner is directed to expedite the proceeding. WABC (formerly WJZ), operating on 770 kc in New York City, is already a party. Comr. Hennock absent. Action May 26.

WNIA Cheektowaga, N. Y.—Niagara Bcstg. System. FCC designated for hearing on July 11 application for extension of time to complete construction of new am station on 1230 kc 250 w, U. Petition by Walter J. Urbanski to participate as a party is denied but he is afforded opportunity to testify as a public witness. Comr. Hennock absent. Action June 1.

The Dalles, Ore.—FCC by memorandum opinion and order denied petition filed May 4 by Radio Mid-Columbia Inc, permittee of new am station on 1300 kc 1 kw, D, at The Dalles, Ore., protesting Commission action of April 14 in granting without hearing an application of The Dalles Bcstg. Co. for new station to operate on 930 kc 1 kw, DA-N, U, at The Dalles. Comr. Hennock absent. Action June 1.

Patent Reports—FCC adopted a further notice in its proceeding looking to promulgation of a rule to require the filing of certain reports by communication carriers and other licensees who own or control patent used in services regulated by the Commission. Comments due by June 30. Comrs. Hyde and Doerfer dissented. Action May 27.

WMAJ State College, Pa.—Centre Bcstrs. Inc.—FCC examiner James D. Cunningham granted petition to vacate cease and desist order proceedings and hearing presently scheduled and canceled proceeding. Action May 24.

Tv Assignment—FCC by report and order finalized proposed rule making of April 1 and amended the tv table of assignments, effective July 6, by reserving ch. 13 in Monroe, La., for noncommercial educational use. This resulted from a petition filed by the State Superintendent of Education on behalf of the State of Louisiana. Comrs. Hyde, Doerfer and Lee dissented. Action May 26.

Routine Roundup . . .

May 26 Decisions

ACTIONS ON MOTIONS

Upon petition of Suncoast Cities Bcstg. Corp., St. Petersburg, Fla., extended to May 31 the time for filing comments and to June 10 for filing replies to comments in Docket 11361 (matter conflicting petitions regarding the assignment of ch. 10 to Bunnell, Fla., or to New Port Richey, Fla.).

By Examiner James D. Cunningham

Upon motion of the seven applicants for ch. 11 in Toledo, Ohio (Dockets 11084 et al.), and with the consent of the Commission's Broadcast Bureau, ordered that Paragraph 5 of the Hearing Examiner's Fourth Pre-Trial Order in this proceeding be amended to specify June 3 in lieu of May 27 (Action 5/23).

Upon petition of the Chief, Broadcast Bureau, proceedings re am applications of Harold M. Gade, Eatontown, N. J., and Monmouth County Bcstrs., Long Branch, N. J. (Dockets 11124-25), are continued as follows: June 30—Exchange of direct affirmative case exhibits. July 8—Further prehearing conference. July 18—Commencement of hearing (Action 5/23).

On Chief Hearing Examiner's own motion, ordered that, by reason of the illness of the Examiner assigned to preside in am proceeding re applications of Cherokee Bcstg. Co. and Valley Bcstg. Co., Murphy, N. C. (Dockets 11102, 11255), the further hearing, scheduled for May 24, be continued without date (Action 5/24).

By Examiner Herbert Sharfman on May 24

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted petition of May 2 as supplemented May 19 for leave to amend its am application; application, as amended, was removed from hearing status and returned to the processing line (Docket 11188; BMP-6582).

On the Examiner's own motion, ordered that initial proposed findings of fact and conclusions in Docket 11048 (renewal of license of WICU (TV) Erie, Pa.), are due by July 25, and that a date for filing of replies will be set by further order after the initial filing.

By Examiner Hugh B. Hutchison on May 20

Broadcast Bureau—Granted petition for an extension of time to and including May 27 to file Proposed Findings of Fact and Conclusions by the parties to proceeding re application of Streets Electronics Inc. (KGEO-TV), Enid, Okla., for Mod. of CP (Docket 11302); the Hearing Examiner announced that no requests would be favorably considered for further extensions of time beyond May 27.

By Examiner William G. Butts

Ordered a prehearing conference re application of Mountain State Bcstg. Co., Morgantown, W. Va. (Docket 11360, BP-9471) on June 3 to consider the matters specified in Section 1.813 of the Commission's rules (Action 5/24).

By Examiner Herbert Sharfman on May 24

Issued order after prehearing conference indicating following rulings: Hearing on Lake Shore Bcstg. Co. (WSHE), Sheboygan, Wis., 800 kc application scheduled for July 5; parties shall exchange exhibits on July 1, and on same date counsel will meet to discuss ways of shortening hearing (Docket 10960).

May 26 Applications

ACCEPTED FOR FILING

License for CP

WBSE Hillsdale, Mich., Baw Beese Bcstrs. Inc.—License to cover CP (BP-9486) which authorized new standard station (BL-5727).

KWIE Kennewick, Wash., KWIE Inc.—License to cover CP (BP-9131) which authorized increase power, install new transmitter; change from employing directional antenna night only to directional antenna day and night (BL-5728).

Renewal of License

KVMA Magnolia, Ark., Magnolia Bcstg. Co.—(BR-2149).

WWCA Gary, Ind., Lake Bcstg. Co.—(BR-2403).

WJOB Hammond, Ind., South Shore Bcstg. Corp.—(BR-550).

WRAY Princeton, Ind., Princeton Bcstg. Co.—(BR-2580).

WAMW Washington, Ind., Washington Radio Inc.—(BR-3083).

WLCK Campbellsville, Ky., Taylor County Bcstg. Co.—(BR-2615).

WHIR Danville, Ky., Commonwealth Bcstg. Corp.—(BR-1789).

WKAY Glasgow, Ky., Glasgow Bcstg. Co.—(BR-1316).

WSON Henderson, Ky., Henderson Bcstg. Co.—(BR-1163).

WLOU Louisville, Ky., Robert W. Rounsaville—(BR-2203).

WFMW Madisonville, Ky., Messenger Bcstg. Co.—(BR-1421).

WKTM Mayfield, Ky., Kentucky Bcstg. Co.—(BR-1300).

WOMI Owensboro, Ky., Owensboro Bcstg. Co.—(BR-957).

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—(BR-3005).

WBEJ Elizabethton, Tenn., Elizabethton Bcstg. Co.—(BR-1294).

WSOK Nashville, Tenn., Nashville Bcstg. Co.—(BR-2689).

WOKE Oak Ridge, Tenn., Air Mart Corp.—(BR-2670).

Renewal of License Returned

WCPM Cumberland, Ky., Blanfox Radio Co.
KMRC Morgan City, La., Tri-City Bcstg. Inc.
WATO Oak Ridge, Tenn., WATO Inc.

Modification of CP

WFTV (TV) Duluth, Minn., Great Plains Television Properties of Minn. Inc.—Mod. of CP (BPCT-1155) as mod. which authorized new tv station to extend completion date to 11-13-55 (BMPCT-3125).

WCNY-TV Carthage, N. Y., The Brockway Co.—Mod. of CP (BPCT-1828) as mod. which authorized new tv station to extend completion date to 12-10-55 (BMPCT-3125).

WAKR-TV Akron, Ohio, Summit Radio Corp.—Mod. of CP (BPCT-230) as mod. which authorized new tv station to extend completion date to 12-14-55 (BMPCT-3127).

KCTS (TV) Seattle, Wash., The U. of Wash.—Mod. of CP (BPET-33) as mod. which authorized new non-commercial educational tv station to extend completion date (BMPET-74).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as mod. which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter location for extension of completion date (BMP-6853).

WSFA-TV Montgomery, Ala., WKY Radiophone Co.—Mod. of CP (BPCT-670 as mod. which authorized new tv station to extend completion date to 9-1-55 (BMPCT-3129).

KBIC-TV Los Angeles, Calif., John H. Poole, tr/as John Poole Bcstg. Co.—Mod. of CP (BPCT-1345) as mod. which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3128).

WGBS-TV Miami, Fla., Storer Bcstg. Co.—Mod. of CP (BPCT-1390) as mod. which authorized new tv station to extend completion date to 12-17-55 (BMPCT-3133).

KGVO-TV Missoula, Mont., Mosby's Inc.—Mod. of CP (BPCT-1932) which authorized replacement of expired CP (BPCT-829) as mod. which authorized new tv station to extend completion dat to 12-17-55 (BMPCT-3132).

WHEN-TV Syracuse, N. Y., Meredith Syracuse Television Corp.—Mod. of CP (BPCT-1782) as mod. which authorized replacement of expired CP (BPCT-434) as mod. for new tv station to extend completion date to 9-15-55 (BMPCT-3131).

WBIQ (TV) Birmingham, Ala., Alabama Educational Television Commission—Mod. of CP (BPET-52) which authorized new educational tv station to extend completion date to 2-13-56 (BMPET-75).

Remote Control

KOLN Lincoln, Neb., Frudeger Bcstg. Co.—(BRC-730).

Renewal of License

WCBC Anderson, Ind., Civic Bcstg. Corp.—(BR-1510).

WGRY Gary, Ind., WGRY Inc.—(BR-2578).

WSAL Logansport, Ind., Logansport Bcstg. Corp.—(BR-2256).

WIMS Michigan City, Ind., Northern Indiana Bcstrs. Inc.—(BR-1622).

WOCH North Vernon, Ind., Dorrell Ochs—(BR-3068).

WSIM Salem, Ind., Don H. Martin—(BR-2893).

WSBT South Bend, Ind., The South Bend Tribune—(BR-498).

WWKO Ashland, Ky., States Bcstg. System Inc.—(BR-2987).

WVLK Lexington, Ky., Bluegrass Bcstg. Co.—(BR-1953).

WNOP Newport, Ky., Tri-City Bcstg. Co.—(BR-2172).

WTJS Jackson, Tenn., The Sun Pub. Co.—(BR-741).

WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—(BR-2843).

Renewal of License Returned

WBNL Boonville, Ind., Boonville Bcstg. Co.—(Re: signature).

WPKE Pikeville, Ky., East Kentucky Bcstg. Corp.—(Re: signature).

WRUS Russellville, Ky., Roth E. Hook—(Wrong name).

WGAP Maryville, Tenn., Aluminum Cities Bcstg. Co.—(Re: name).

WRGS Rogersville, Tenn., Rogersville Bcstg. Co.—(Re: name).

WSMT Sparta, Tenn., Sparta Bcstg. Co.—(Re: name & date).

May 27 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock on May 25

Paducah, Ky., Columbia Amusement Co.—Granted petition for an extension of time to June 7, to file exceptions to the initial decision in ch. 6 proceeding (Dockets 10875-76).

By Hearing Examiner H. Gifford Irion

On Examiner's own motion, continued hearing from June 1 to 16 re ch. 8 proceeding in Selma, Ala. (Deep South Bcstg. Co. [WSLA (TV)]), and ordered that the subpoenas heretofore issued to certain persons be modified to specify June 16 as date for appearance (Docket 11371) (Action 5/26).

(Continued on page 109)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

General manager must be successful sales manager. Young, aggressive, anxious for promotion similar position, metropolitan market. East. Unusual opportunity. Box 650A, B•T.

Manager-salesman—1000 watt daytime independent. Progressive southern city of 21,000. Jewish faith desired. Send full particulars—photo, first letter. Box 665A, B•T.

Immediate opening for engineer-announcer. Must have experience in announcing. Clint Formby, KPAN, Hereford, Texas.

Wanted: Commercial manager for small, high-income, non tv market. Salary plus commission. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be aggressive, honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

General manager—salesman—for new 1000 watt, daytime indie, Clarksdale, Mississippi. Prefer young, ambitious former commercial manager that is sales-minded and cost-conscious. If past record can stand acid test, I'll share the wealth. Announcing not necessary. Apply in own handwriting, qualifications, experience, references—send photo. John M. McLendon, Box 3127, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616A, B•T.

Experienced salesman-announcer for Virginia network station. Permanent position, fine working conditions. Please tell all about yourself in first letter. Box 710A, B•T.

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

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Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't YOU start using our FREE Radio-TV personnel service? Save TIME and MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial equipment. We screen them . . . train them . . . refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Director . . .

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RADIO

Help Wanted—(Cont'd)

Aggressive, experienced radio salesman. Salary and commission, plus share net profits. Sportsman's paradise. Tv closed circuit. Airmail or phone KPRK, Livingston, Montana.

Wanted: two salesmen for CBS affiliates. $100 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and tv station from coast-to-coast since 1931. We prefer married couples (wives can earn $60-$80 weekly) who can travel continuously. Write Merle V. Watson, Inc., First National Bank Bldg., Peoria, Ill.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B•T.

Attractive opening for staff announcer; extra inducements for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B•T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to get ahead in highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 603A, B•T.

We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence and ability. No place for beginners. We're fussy. $75 up. Paid vacations. Send tape. Full details. Box 693A, B•T.

Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 699A, B•T.

Attention: Virginia kw daytime needs chief announcer. Assume duties immediately. Work into sales, program director—assistant manager. Good salary, bonus. Growing station, best opportunities. Send complete letter first reply. Box 712A, B•T.

Wanted: Experienced staff announcer. Sports and news experience helpful. Box 714A, B•T.

Want dependable married night duty experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

New 500 watt daytime independent needs top announcers—copywriters, salesmen. Radio Station KRAY, Box 1816, Amarillo, Texas.

Need good morning man immediately—must be good. Send tape, photo and references first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

Staff opening. Immediate employment to qualifiers. WDBC, Escanaba, Michigan.

DJ, straight disc job. Good hours and pay. Two years experience. Details and picture to WFIN, Findlay, Ohio.

Needed! Announcer—local newsman and announcer with first phone. Good salary and working conditions. Contact Hal Vester, WFTC, Kinston, North Carolina.

RADIO

Help Wanted—(Cont'd)

Need a wide-awake morning man for gospel, hillbilly and popular. Up to $70.00 for right man. Require tape, picture and references. George C. Shurden, WMFC, Monroeville, Alabama.

Established independent station making first personnel change in almost two years. Need one experienced announcer above average in all phases. Send tape, picture, background letter and salary expected to Paul Murphy, Program Director, WONW, Defiance, Ohio.

Experienced negro personality—to work split shift mornings, sell in the afternoons. One of America's top independent stations wants "frantic" disc jockey seeking permanent association with unlimited income possibilities. $50 per week for air work plus $35 draw against 12½ percent on sales. Interested only top-flight man who will blend into aggressive, friendly staff. Send resume and photo. No tapes unless requested. L. P. Moore, V. P., WPAL, Charleston, S. C.

Experienced announcer, emphasis news, commercials. $60-65. Contact Program Director, WWCO, Waterbury, Conn.

Announcer, ABC station, all day work, send experience, references, Bill Hess, Box 391, Pascagoula, Miss.

Technical

Transmitter engineer needed immediately. Write or wire Chief Engineer, WEAM, 13th & G Streets, N. W., Washington, D. C.

Chief engineer-announcer—Capable of building new 1000 watt, daytime indie at Clarksdale, Mississippi. Emphasis on technical . . . voice secondary. Write qualifications, experience, references . . . send photo. John M. McLendon, Box 3127, Jackson, Mississippi.

Production-Programming, Others

One of the nation's leading clear channel operations offers outstanding opportunity to competent woman broadcaster. Imagination, production know-how, showmanship and several years' experience necessary. Send photo and complete biography only to Box 677A, B•T.

Program director wanted immediately by 1000 watt North Carolina independent. Send picture with tape and information regarding experience and qualifications. Box 713A, B•T.

Network tv-radio, experienced direct mail sales promotion. 25-35 years, $8,500. Ace Personnel Service, 111 W. 42nd, New York City.

Copywriter, typist. Give full details. WFIN, Findlay, Ohio.

PR vs PR. We'll match your personnel requirements, against the proven records of qualified people. A confidential service to radio and tv stations, and program producers, anywhere. Palmer-DeMeyer (Agency), 50 E. 42nd Street, N. Y. C. MU 2-7915. Paul Baron, Dir., Radio-TV-Film-Adv. Resumes welcome from qualified people.

Situations Wanted

Managerial

General manager—thoroughly experienced, 15 years all phases, including sales, successful. Desires medium or small market. Excellent references. Box 639A, B•T.

Combo man: Experienced manager, good salesman, announcer, family man, reliable, sober. Desire job as working manager. Good references. Box 664A, B•T.

Station manager: Complete sales, programming administration background. Early thirties. Married. 13 years radio. Salary plus incentive preferred. Box 688A, B•T.

Manager, experienced engineer, sales, all phases of radio. Can make your station show profit. Permanent position. Box 689A, B•T.

Manager with eight years small market experience seeks position in southeast. Capable of efficient and economical operation in any market. Strong on sales and programming. Young family man, with excellent record, best references. Box 711A, B•T.

Your financing or problem station plus my 14 years successful broadcast management can make us a million. Box 715A, B•T.

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RADIO

Situations Wanted—(Cont'd)

Sales manager with exceptional record of personal sales and management wants challenge with good station in good market. Well rounded 20 year production record. Desire long haul with am station, any location. Prefer salary-percentage arrangement. Top references. P. O. Box 4081, Phoenix, Arizona.

Salesman

Florida: Sales manager; 8 years selling, announcing, programming experience. Interview possible after June Tenth. Box 687A, B•T.

Announcers

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Negro disc jockey, rhythm and blues, with commercial, Good spiritual. Box 563A, B•T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad, NBC trained. Know all phases. Want progressive station that offers fine future. Box 649A, B•T.

Announcer, negro, dynamic disc jockey presentation, some experience, tape available. Box 660A, B•T.

Announcer-comedian—hillbilly—pop—disc jockey —25 years radio. Go anywhere. Prefer Ohio. Box 661A, B•T.

Announcer: Five years; well rounded background; top references; hard worker, dependable, sober; presently employed; progressive small station desired . . . Pa. preferred. Box 662A, B•T.

Announcer—light experience—willing to work hard to learn, but needs 'first break.' Good recommendations—Jersey, if possible. Have tape, resume, car, or can call. Box 666A, B•T.

Hillbilly western DJ. 5 years. Good air salesman. Presently 5kw. Own copy. Married, reliable. Desire permanent position New York or Pennsylvania but anywhere acceptable. Box 668A, B•T.

DJ—also staff including news and special events, Experienced. Finest character. Excellent references. Employed. Box 669A, B•T.

Announcer: 2½ years experience. Unmarried, recent vet prefers midwest location. Strong news and commercial. Will consider best offer, available immediately. Box 670A, B•T.

All around staff announcer, DJ, commercials, news. Light experience. High potential, seeking permanent connections. Will travel, sober, dependable with good references, tape, photo, resume on request. Box 672A, B•T.

All around staff announcer, strong on news, commercials and DJ. Light experience—dependable. Looking for position in small station. Married. Will travel. Have 3rd ticket. Tape and resume on request. Write Box 673A, B•T.

Morning man—35, in present market 14 years. Desires to relocate in larger market. Dependable, able and excellent air salesman with morning show that's different and does a job. Top references. Also have 1st class license. Box 674A, B•T.

Experienced staff announcer. Single. Veteran. Know board. Travel anywhere. Industrious. Box 684A, B•T.

Married announcer/writer seeks permanent position Florida or Gulf states. Box 691A, B•T.

2½ years staff experience. Presently employed midwest city, 80,000. Prefer am-tv tieup. Married, veteran. Box 694A, B•T.

Spanish announcer—recent grad. 1st class license —also good English newscaster—commercials. Box 697A, B•T.

Top air work—strong on sales, desire change, but permanency. Now medium Illinois market. Need good earning potential. Desire midwest but will go elsewhere—depending upon opportunity. If you are honest, sound operation, I'll make you a top man. Box 700A, B•T.

Announcer, light experience, commercial voice, good DJ, news, sports, board, tape. Box 702A, B•T.

Announcer, some experience, good news, sports, DJ, board, single, tape. Box 703A, B•T.

Friendly, reliable staff announcer for news interest, sports color, smooth commercials and platter personality—married, veteran—travel, tape, references. Box 704A, B•T.

RADIO

Situations Wanted—(Cont'd)

Voice personality, announcer—seeks permanent spot. News specialist, feature events, strong musical background. Relocate with family. Well-travelled, cultured. Photo, resume, tape. Box 705A, B•T.

Exceptional news, sports, play-by-play and special events announcer with four years experience. College graduate, married, conscientious, sober, glib and top voice. Box 707A, B•T.

Announcer—friendly voice—steady and reliable, 24, veteran, married, DJ, news, sports—northeastern U. S. preferred. Tape, resume, references. Box 708A, B•T.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teen-age appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J.; Bernardsville 8-0538.

Announcer, DJ, impressionist, 22. 3½ years radio experience—specialize in pop, r & b, and h.b. Married, no children, have car, willing to travel. Desire southwest location. Call Lee Mathis, Taylor S-5640 Fort Valley, Georgia.

Summer—three years experience in radio. Car. Perfer midwest or New England. Available in segments—when your man is away—while they last! Contact Mr. S., 1111 Loral Avenue, Joliet, Illinois.

Combination, top versatile announcer, qualified chief engineer, competent salesman, tv experience, available July 1st. Prefer New Mexico, Arizona, California. Good character, integrity, family, seeking good permanent position. Tape available. Box 946, Colorado Spring, Colorado.

Technical

Chief engineer-program director. First class ticket. Thoroughly experienced both. Can do sports and copy. Southern stations only. Box 546A, B•T.

Engineer: Desire permanent position in tv. Experienced am-fm. References, car. Box 685A, B•T.

Engineer, first phone. Fully experienced in maintenance, remotes, directional operation. Box 686A, B•T.

Chief engineer can announce. Will accept straight engineering or combination. 6 years experience. 26, single, draft exempt, car. Desire permanent position. Eddie Lane, 446 N. Royal Street, Jackson, Tenn.

Programming-Production, Others

Girl, college background, newspaper, radio, tv, film experience, desires interesting job. Preferably with travel. Box 630A, B•T.

The spirit is willing, and the ability is proven (so far) and if you're in the market for a program director with full knowledge of traffic, continuity and sales, along with personality disc jockey work and staff announcing background, run, don't walk to the nearest mailbox. I'll be waiting for your reply. Box 663A, B•T.

News-announcer: One of midwest's highest rated news reporters looking for position. Ten years with one of the leading midwest stations. Station being sold. Box 681A, B•T.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Technical

Top tv engineer—thoroughly experienced man capable of taking charge and assuming full responsibility for technical operation of full power vhf station with GE equipment. Write in full, stating salary requirements to Walter M. Windsor, General Manager, KCMC-TV, Texarkana, Texas.

TELEVISION

Situations Wanted

Managerial

Ten years radio, from staff, sports, programming, to management. Want television opportunity. Thirty, college graduate, best references. Box 698A, B•T.

Announcers

Versatile, fully competent television personality. 5 years major market vhf, 8 years all phases am. Excellent appearance, adaptable, mature. College graduate. Highly individualistic, effective news style; intelligient grasp and presentation semi-soft-sell commercial. Progressive, program-minded set-ups only, please. Box 690A, B•T.

Announcer-engineer—thoroughly experienced announcing-operations engineering; solid radio-tv background, 1st phone, excellent references. Prefer on-camera announcing, production. $400 minimum salary. 28, dependable, permanent, married, available July 15. Box 706A, B•T.

Sportscaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B•T.

Technical

Seven years in television. Four years control room supervision, installation, maintenance, operational, personnel problems. Want advancement in industry, with new station or one expanding. Box 696A, B•T.

Operations manager—chief engineer. Twelve years experience including construction, installation, engineering and operations management. Chief engineer maximum power vhf. Write Box 701A, B•T.

Television transmitter engineer, 3 years experience. High power vhf. Desires position in Florida. Box 716A, B•T.

Programming-Production, Others

Experience pays. This man's rich radio-tv experience (12 years) will pay off to the employer willing to take his services. A pioneer in low-cost, local, live tv programming with pull. A young man seeking opportunity as program director or manager's assistant. Replies confidential. Box 427A, B•T.

Cameraman—2 years experience. All studio operations. Desires production position or cameraman. References. Fordham 5-1650 after 6. Write Box 667A, B•T.

26, married, 3 years radio and tv, New York major network, all phases broadcast news, looking for job with future and airwork. Box 680A, B•T.

Program-production: Veteran, SRT graduate. Announcing, sales experience. Can handle all phases of tv operation. Single, willing to travel. Box 692A, B•T.

Producer-director. 2 years experience in all phases of television production: Directing, camera operation, audio and video engineering, film directing of various remote telecasts. Wish to remain in southwestern states. Write F. H. Barron, % KUHT, University of Houston, Houston, Texas.

FOR SALE

Stations

Flash. One-station market. Established fulltime network operation. Modern, completely air-conditioned one-site operation. Thriving market, big population, high retail sales. Details to financially qualified principals. Ralph Erwin, Broker, Box 811, Tulsa.

Exclusive. Priced to sell now. Long-established am station. Heavily populated urban market. Must dissolve multiple ownership immediately. Beautiful southwest location. State your finances. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Ampex 401D portable tape recorder, $550; Concertone 1401D tape recorder, $150; Travis tapak tape recorder, $260; two new Fairchild three-way turret arms, $100. Stanley Graziadio, WDAD, Indiana, Pa. Phone 5-6841.

FOR SALE—(Cont'd)

For sale: Presto 6-N portable disc recorder, complete with 87-B amplifier. WMAM, Marinette, Wis.

For Sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer. D. Rodabaugh, Kierulff Electronics, 820 W. Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Want to buy part interest in or complete radio station in Chicago metropolitan area. New York too big for my dad and myself. Box 671A, B•T.

Radio. Eastern seaboard. Reply giving gross earnings and asking price. Box 679A, B•T.

Experienced broadcaster seeks tv or am property, or both, now operating in red. Have successful record in radio and tv, willing to apply this successful formula to your property. Write Box 682A, B•T.

Losing operation wanted. Experienced broadcaster wants to apply time tested knowledge to produce good profit. Write Box 683A, B•T.

Will pay cash for 5-man operation, daytime radio station. Write Elmer Wright, Sweetwater Reporter, Sweetwater, Texas.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.

Wanted: RCA portable mixer pre-amplifier type OP 7—used. Box 604A, B•T.

Wanted: Used portable tape recorder, minitape, tapak, etc. Rush particulars. WBIZ, Eau Claire, Wisconsin.

Wanted: 1,000 watt transmitter in operating condition. State price and condition. WMFC, Monroeville, Alabama.

Wanted, used, good synchronizing generator. Preferably portable, and video switcher. Write: Chief Engineer, WTOM-TV, 407 N. Washington, Lansing, Michigan.

INSTRUCTION

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School. Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Radio

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent playing specialized music in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately.

Box 495A, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

PROMOTION ASSISTANT WANTED!

Top station in major market needs alert young man with some media and possibly research experience. Moderate salary to start but good future. Please write, giving full details, to

Box 709A, B•T.

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

3 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B•T.

Announcer

Announcer — Newscaster Commentator
9 years experience
Small & large city radio & TV Stations
Seeks position in large market.
Box 676A, B•T.

TELEVISION

Help Wanted

Technical

Qualified TV Engineers Needed

1st class license required. Send resume to Chief Engineer WXEX 124 W. Tabb Street, Petersburg, Virginia.

TELEVISION

Situations Wanted

TV PROGRAM MANAGER OR TV PRODUCER-DIRECTOR

8 years in radio & television. 4 years—TV. TV producer, director—major market. Producer, film buyer—major market. TV program manager—medium market UHF. Currently radio program manager—medium market. Top industry references.

BOX 678A, B•T.

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

WANTED TO BUY

Responsible individuals seeking independent radio station in major market in the Carolinas. Write full details
Box 718A, B•T.

Employment Service

Marjorie Witty

A really PERSONAL personnel service
Specializing in
Creative, Executive, Sales Personnel for
RADIO & TV STATIONS
AD AGENCIES ✶ PACKAGERS

SCREENING
the individual for the job
the job for the individual
415 Lexington Ave., N.Y.C. MU 2-1736

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**
OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

(Continued from page 104)

WSLA (TV) Selma, Ala., Deep South Bcstg. Co.—Upon verbal request of applicant, ordered that the subpena duces tecum heretofore issued to William A. Simpson be quashed (Docket 11371) (Action 5/26).

Upon motion to amend procedural schedule filed by counsel for Chief of Broadcast Bureau and for applicant, Iowa State College of Agriculture and Mechanic Arts (WOI), Ames, Iowa, ordered that the exchange of written direct cases in Docket 11290 be continued from May 31 to June 27 and that the date for hearing be continued from June 7 to July 6 (Action 5/25).

By Hearing Examiner Annie Neal Huntting

Tarentum, Pa., Louis Rosenberg—Granted informal request for continuance of hearing in proceeding re his am application and those of Miners Bcstg. Service Inc., Ambridge, Pa., and Somerset Bcstg. Co., Painesville, Ohio; hearing continued from June 7 to June 27 (Action of 5/25).

Upon agreement of counsel for applicants in ch. 10, Parma-Onondaga, Mich., proceeding, continued hearing from June 22 to July 18 (Dockets 11169, et al.) (Action 5/26).

June 1 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 27

Buffalo, N. Y., Wasyl Sharvan—Granted authority to transmit programs from 562 Genesee St., Buffalo, to radio station CHVC Niagara Falls, Ont., Canada (BFP-256).

Granted License

WFEB Sylacauga, Ala., Alabama Bcstg. Co.—Granted license covering installation of a new transmitter (BL-5715).

KREM Spokane, Wash., Louis Wasmer—Granted license covering changes in the antenna system and mounting of tv antenna on north tower (increase height), condition (BL-5666).

WINA-FM Charlottesville, Va., Charlottesville Bcstg. Corp.—Granted license for fm broadcast station (BLH-1054).

WEBK Tampa, Fla., Hillsboro Bcstg. Co.—Granted license covering change of frequency and installation of directional antenna (DA-D) (BL-5711).

KAMQ Amarillo, Tex., Top of Texas Bcstg. Co.—Granted license covering increase in daytime power, installation of new transmitter and change from employing DA-N to DA day and night (DA-2) (BL-5719).

Granted CP

WSTV Steubenville, Ohio, WSTV Inc.—Granted CP to install new transmitter (BP-9850).

WJOY Burlington, Vt., Vermont Bcstg. Corp.—Granted CP to replace expired CP for installation of new transmitter, as an auxiliary (BP-9864).

WKID Urbana, Ill., WKID Bcstg. Co.—Granted CP to erect new antenna (decrease in height to 300 ft.) (BP-9860).

Modification of CP

WPFD Darlington, S. C., Blue Ridge Bcstg. Co.—Granted mod. of CP to change type transmitter (BMP-6846).

The following were granted extensions of completion dates as shown: KFBC-TV Cheyenne, Wyo., to 12-1-55; KWWL Waterloo, Iowa, to 12-2-55; WBOC Salisbury, Md., to 10-20-55; WSFA-TV Montgomery, Ala., to 12-15-55; WGBS-TV Miami, Fla., to 12-17-55; WHEN-TV Syracuse, N. Y., to 12-15-55; KGVO-TV Missoula, Mont., to 12-17-55; WBIQ (TV) Birmingham, Ala., to 2-13-56.

Actions of May 26

Modification of CP

KRTR Thermopolis, Wyo., Mildred V. Ernst—Granted mod. of CP to change type transmitter, change studio location and to operate transmitter by remote control (BMP-6849).

WOBS Jacksonville, Fla., Southern Radio and Equipment Co.—Granted mod. of CP to change type transmitter (BMP-6854).

The following were granted extensions of completion dates as shown; KCTS (TV) Seattle, Wash., to 12-9-55; WAKR-TV Akron, Ohio, to 12-14-55; WCNY-TV Carthage, N. Y., to 12-10-55.

Actions of May 25

Modification of CP

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—Granted mod. of CP to use the mod. transmitter as an alternate main transmitter for night use and for auxiliary use for daytime (BMP-6848).

The following were granted extensions of completion dates as shown: KJEO (TV) Fresno, Calif., to 12-8-55; KBET-TV Sacramento, Calif., to 12-9-55; WHIZ-TV Zanesville, Ohio, to 12-7-55; KLRJ-TV Henderson, Nev., to 12-3-55; KBAK-TV Bakersfield, Calif., to 12-10-55.

Actions of May 24

Granted License

WACH Newport News, Va., Eastern Bcstg. Corp.—Granted license covering change in transmitter location and increase in height of tower; conditions (BL-5632).

WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—Granted license covering changes in licensed station (BLH-1050).

Granted CP

KXOL Ft. Worth, Tex., Ft. Worth Bcstg. Co.—Granted CP to install old main transmitter as an alternate main transmitter, at present location of main transmitter, on 1360 kc 1 kw, night only, DA-N (BP-9861).

KBUR Burlington, Iowa, Burlington Bcstg. Co.—Granted CP to install old main transmitter as an auxiliary transmitter, at present location of main transmitter, to operate on 1490 kc 250 w (BP-9865).

Actions of May 23

Granted License

WAVE Louisville, Ky., WAVE Inc.—Granted license covering installation of a new transmitter (BL-5717).

WAPL Appleton, Wis., Bartell Bcstrs. Inc.—Granted license covering installation of new transmitter (BL-5716).

WHVH Henderson, N. C., Vance County Bcstg. Co.—Granted license for am broadcast station (BL-5707).

WMNC Morganton, N. C., Nathan J. Cooper—Granted license covering change of facilities and installation of new transmitter (BL-5695).

KYSM Mankato, Minn., Southern Minnesota Supply Co.—Granted license covering installation of new transmitter (BL-5694).

KPTL Carson City, Nev., Edwin L. Bullis and Alma F. Bullis—Granted license for am broadcast station (BL-5722).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—Granted license covering installation of new transmitter (BL-5675).

KCAR Clarksville, Tex., Texo Bcstg. Co.—Granted license for am broadcast station (BL-5700).

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.—Granted license covering increase in power (BL-5713).

WVNA Tuscumbia, Ala., Power Center Bcstg. Co.—Granted license for am broadcast station (BL-5681).

WEED Rocky Mount, N. C., William Avera Wynne—Granted license covering change of facilities and installation of new transmitter (BL-5651).

Granted CP

WNMP Evanston, Ill., Evanston Bcstg. Co.—Granted CP to change antenna-transmitter-studio location (BP-9817).

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Granted CP to replace expired CP (BP-9373) to erect new tower 180 ft. SW of old tower and mount tv antenna (increase height); conditions (BP-9845).

Modification of CP

WKOZ Kosciusko, Miss., Cy N. Bahakel—Granted mod. of CP for change in type transmitter (BMP-6845).

KFJZ-TV Ft. Worth, Tex., Texas State Network Inc.—Granted mod. of CP to change studio location and make minor equipment changes; antenna height 1020 ft. (BMPCT-3049).

WHP-FM Harrisburg, Pa., WHP Inc.—Granted mod. of CP for extension of completion date to 7-10-55.

June 1 Applications

ACCEPTED FOR FILING

Renewal of License

WPGW Portland, Ind., Glenn West—(BR-2591).

WDXB Chattanooga, Tenn., WDXB Inc.—(BR-2143).

Application Returned

KBCH Oceanlake, Ore., Lincoln Electronics Inc.—License to cover CP (BP-9496) which authorized new standard broadcast station (1400 kc).

Modification of CP

WEAT-TV West Palm Beach, Fla., WEAT-TV Inc.—Mod. of CP (BPCT-1803) as mod., which authorized new tv station to extend completion date to 11-22-55 (BMPCT-3138).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod., which authorized changes in facilities of existing tv station to extend completion date to 10-30-55 (BMPCT-3135).

WKNE-TV Keene, N. H., WKNE Corp.—Mod. of CP (BPCT-1300) as mod., which authorized new tv station to extend completion date to 2-22-56 (BMPCT-3137).

WFPG-TV Atlantic City, N. J., Neptune Bcstg. Corp.—Mod. of CP (BPCT-269) as mod., which authorized new tv station to extend completion date to 12-21-55 (BMPCT-3136).

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. of CP (BPCT-771) as mod., which authorized new tv station to extend completion date to 12-1-55 (BMPCT-3134).

License for CP

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—License to cover CP (BPCT-974) as mod., which authorized changes in facilities of existing tv station (BLCT-312).

KLX Oakland, Calif., Tribune Building Co.—License to cover CP (BP-9562) which authorized installation of new transmitter as an auxiliary transmitter, at present location of main transmitter, to be operated on 910 kc, power of 1 kw, DA night use only (BL-5730).

WSON Henderson, Ky., Henderson Bcstg. Co.—License to cover CP (BP-9749) which authorized installation of new transmitter (860 kc) (BL-5731).

WILS Lansing, Mich., Lansing Bcstg. Co.—License to cover CP (BP-9773) which authorized change in present auxiliary transmitter to alternate main transmitter nighttime and auxiliary transmitter daytime on 1320 kc 1 kw (BL-5729).

KEYD-TV Minneapolis, Minn., Family Bcstg. Corp.—License to cover CP (BPCT-795) as mod., which authorized new tv station and to change S-L to Foshay Tower, Marquette Ave., Minneapolis (BLCT-313).

Remote Control

KQXR (FM) Bakersfield, Calif., Elward L. Robertson et al d/b as KLEF Bcstrs.—Operation by remote control from residence 0.45 mile E of intersection of Hwy. 65 & Lerdo Rd., Bakersfield (BRCH-134).

Modification of CP

WILL-FM Urbana, Ill., U. of Ill.—Mod. of CP (BPED-161) as mod., which authorized changes in educational fm station for extension of completion date (BMPED-295).

WALA-TV Mobile, Ala., Pape Television Co.—Mod. of CP (BPCT-705) as mod., which authorized new tv station to extend completion date (BMPCT-3140).

KHSL-TV Chico, Calif., Golden Empire Bcstg. Co.—Mod. of CP (BPCT-1310) as mod., which authorized new tv station to extend completion date to 9-11-55 (BMPCT-3142).

WICA-TV Ashtabula, Ohio, WICA Inc.—Mod. of CP (BPCT-1788) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-21-55 (BMPCT-3144).

KCEB (TV) Tulsa, Okla., Elfred Beck—Mod. of CP (BPCT-1392) as mod., which authorized new tv station to extend completion date (BMPCT-3141).

KNUZ-TV Houston, Tex., KNUZ Television Co.—Mod. of CP (BPCT-1356) as mod., which authorized new tv station to extend completion date to 12-29-55 (BMPCT-3143).

WSLS-TV Roanoke, Va., Shenandoah Life Stations Inc.—Mod. of CP (BPCT-1865) as mod., which authorized maintenance of auxiliary transmitters at main transmitter site to extend completion date to 12-26-55 (BMPCT-3145).

KPMC Bakersfield, Calif., Pioneer Mercantile Co.—Mod. of CP (BP-4868) as mod., which authorized increase power; install new transmitter; install DA for day and night use (DA-1) and change transmitter location for extension of completion date (BMP-6857).

KOSI Aurora, Colo., Mid-America Bcstg. Co.—Mod. of CP (BMP-6668) which authorized increase in power and change type transmitter to change type transmitter (BMP-6858).

WCFS Harvey, Ill., Charles F. Sebastian—Mod. of CP (BP-9111) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6856).

WNRG Grundy, Va., Virginia-Kentucky Bcstg. Co.—Mod. of CP (BP-8919) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6855).

KOAM-TV Pittsburg, Kan., Mid-Continent Telecasting Inc.—Mod. of CP (BPCT-656) as mod., which authorized new tv station to extend completion date to 1-1-56 (BMPCT-3146).

WFBG-TV Altoona, Pa., The Gable Bcstg. Co.—Mod. of CP (BPCT-543) as mod., which authorized new tv station to extend completion date to 12-30-55 (BMPCT-3147).

WNOW-TV York, Pa., H. J. Williams, M. E. Cousler and Lowell W. Williams, a partnership d/b as The Helm Coal Co.—Mod. of CP (BPCT-356) as mod., which authorized new tv station to extend completion date to 1-5-56 (BMPCT-3148).

CP

KCIJ Shreveport, La., Southland Bcstg. Co.—CP to install new transmitter as an auxiliary transmitter at present location of main transmitter to be operated on 980 kc with power of 250 w for auxiliary purposes only and operate auxiliary transmitter by remote control (BP-9836).

Remote Control

KSKY Dallas, Tex., Sky Bcstg. Sservice—(BRC-735).

UPCOMING

JUNE

June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 14-16: Radio-Electronics-Television Mfrs. Assn. convention, Palmer House, Chicago.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.

The Stanton Amendment

FRANK STANTON has proposed a radical amendment to the political broadcasting law to give broadcasters far more authority —and far more responsibility—over their presentations of political news and commentary.

As reported here last week, Dr. Stanton would add the following language to the existing Section 315 which now requires that any broadcaster who allows a "legally qualified candidate" to use his facilities must provide equal opportunity to all other candidates for the same office:

> Appearance by a legally qualified candidate on any news, news interview, panel discussion debate or similar type program where the format and production of the program and the participants thereon are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

Dr. Stanton's proposal deserves support, not as a final solution to the vexatious problems of political presentations but as a practical step toward final solution.

In the long run, of course, radio and television broadcasters must be freed entirely of government regulation which seeks to apply a manifestly absurd mathematical formula to the amount of time a station or network may devote to political coverage. As long as the government usurps the right of editorial discretion in that important field, radio and television cannot mature into their full potentials as news and communication media.

Unfortunately, the government has usurped that right for more than 20 years. Or, to be more precise, politicians acting as government but thinking as candidates have usurped the right which properly belongs to broadcasters. What every candidate, or every legislator who expects to be one, fears is that some rival will get more exposure than he before the radio and television audience.

In such circumstances it is naive to believe that complete elimination of Section 315 is possible overnight. It may be possible eventually, however, and the adoption of an amendment like the one Dr. Stanton has suggested would enhance the possibility.

Given a chance to exert wider choice over the amount and nature of political broadcasts—more properly, of broadcasts about political developments—broadcasters would be able to present political candidates and issues more intelligently. They would be able, for example, to present the views and personalities of serious candidates who have at least a hope of election, without obligating themselves to give equal time to all the splinter party representatives and crackpots.

Broadcasters, in short, would have a chance to prove their ability to use editorial judgment and to that extent make a record on which they could stand when the time came for the final effort—repeal of all restrictions in Section 315.

Box Office Ballyhoo

THE first phase of the FCC's consideration of subscription television comes to a close June 9, the deadline for comments. An unprecedented mass of opinion has been collected.

More opinion will come in during the next phase, the filing of comments on the comments, and still more in the third phase, the public hearings which will eventually be held. Unless special experiments are authorized and conducted, the FCC will have to rely upon opinion, rather than provable facts, when the time comes to deliver a decision.

Since that is so, it is important that informed opinion be presented to the FCC by as many broadcasting people as have opinions on the question. In an issue which has both technological and economic complexities, public opinion—of which much is already on file—is apt to be based on the effects of propaganda, from both sides. The weight of public opinion alone should not predominate in the FCC's decision, since the public's knowledge of toll tv is necessarily speculative.

So far much of the campaigning by both the advocates and organized opponents of subscription television has been targeted at the public with the obvious intent of creating public pressure on the government. From now on, we suggest, it would be desirable to redirect the campaigning and to concentrate on presenting the case intelligently and without ballyhoo to the agency which must decide whether the U. S. is to attach a box office to its television sets.

That decision is probably the most fundamental the FCC has ever been asked to reach, and the Commission needs help from both sides if it is to reach a just one.

Less propaganda aimed at the public and more cooperation with the FCC will assure a speedier and sounder conclusion to a case which is too vital to be resolved on the basis of rival publicity campaigns.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Wonder if the improved quality of the late tv shows has anything to do with it?"

Impact (by Eisenhower)

IMPACT is the big word in advertising. Call it "cost per thousand," "penetration" or "acceptance," it's still the matter of impressing as many people as possible at minimum cost and inducing them to buy products, services or ideas.

President Eisenhower believes in the impact of radio and television. Without ever using the word he gave broadcasting a tremendous sales tool in his address before the NARTB convention a fortnight ago. He rated radio and television above the press as news media. So did a parade of other speakers, who may not have had material things in mind.

The publisher, the President said, "puts in your home a piece of print. It is essentially cold. . . ." Then he added:

"But with the television or with the radio, you put an appealing voice or an engaging personality in the living room of the home, where there are impressionable people from the ages of understanding on up."

Could any media ask for more?

Dr. Norman Vincent Peale, the celebrated pastor, credited radio and television with the "great religious revival that is sweeping the United States." Dr. Peale hailed the broadcasters as "fellow evangelists."

The renaissance of radio was extolled by speaker after speaker. Broadcasters learned they have been underestimating their own strength.

Whether it's selling world peace, or religion or goods, the impact is the thing.

What more do the salesmen of radio and television need? With this kind of inspiration, a few good copywriters can do the job.

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